



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170514  
May 23-25, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from May 23-25, 2017, among a national sample of 2182 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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## Crosstabulation Results by Respondent Demographics

**Table BRD1:** Are you proud to work for your current employer, or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1097)	12% (251)	38% (834)	2182
Gender: Male	56% (585)	15% (160)	29% (305)	1050
Gender: Female	45% (511)	8% (91)	47% (529)	1132
Age: 18-29	59% (275)	15% (72)	26% (120)	467
Age: 30-44	61% (344)	15% (83)	24% (133)	559
Age: 45-54	56% (199)	10% (36)	33% (118)	353
Age: 55-64	40% (164)	11% (46)	48% (198)	408
Age: 65+	29% (115)	4% (15)	67% (265)	394
PID: Dem (no lean)	51% (370)	13% (97)	36% (264)	731
PID: Ind (no lean)	44% (320)	11% (84)	45% (325)	729
PID: Rep (no lean)	56% (406)	10% (71)	34% (245)	722
PID/Gender: Dem Men	56% (188)	20% (69)	24% (81)	338
PID/Gender: Dem Women	46% (182)	7% (28)	47% (183)	392
PID/Gender: Ind Men	49% (179)	13% (48)	37% (135)	363
PID/Gender: Ind Women	38% (141)	10% (35)	52% (190)	366
PID/Gender: Rep Men	62% (218)	12% (43)	25% (88)	349
PID/Gender: Rep Women	51% (189)	8% (28)	42% (156)	373
Tea Party: Supporter	63% (418)	12% (77)	25% (166)	661
Tea Party: Not Supporter	45% (677)	11% (174)	44% (661)	1511
Ideo: Liberal (1-3)	55% (379)	13% (90)	32% (226)	695
Ideo: Moderate (4)	51% (277)	11% (59)	39% (211)	546
Ideo: Conservative (5-7)	51% (372)	11% (82)	38% (279)	733
Educ: < College	45% (700)	13% (194)	42% (659)	1553
Educ: Bachelors degree	63% (259)	9% (38)	28% (115)	412
Educ: Post-grad	63% (137)	9% (19)	28% (61)	217
Income: Under 50k	43% (557)	13% (173)	44% (571)	1301
Income: 50k-100k	60% (384)	9% (60)	31% (200)	644
Income: 100k+	66% (156)	8% (18)	27% (63)	237

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**Table BRD1: Are you proud to work for your current employer, or not?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	50%	(1097)	12%	(251)	38%	(834)	2182
Ethnicity: White	50%	(874)	10%	(176)	39%	(685)	1735
Ethnicity: Hispanic	55%	(181)	15%	(50)	29%	(96)	327
Ethnicity: Afr. Am.	52%	(138)	17%	(45)	31%	(82)	266
Ethnicity: Other	47%	(85)	16%	(30)	37%	(66)	180
Relig: Protestant	51%	(293)	8%	(46)	41%	(234)	573
Relig: Roman Catholic	57%	(269)	11%	(53)	31%	(148)	469
Relig: Ath./Agn./None	46%	(289)	14%	(91)	40%	(254)	635
Relig: Something Else	47%	(143)	15%	(47)	38%	(118)	308
Relig: Jewish	45%	(23)	11%	(6)	44%	(22)	51
Relig: Evangelical	56%	(340)	8%	(49)	36%	(217)	606
Relig: Non-Evang. Catholics	51%	(322)	10%	(64)	39%	(244)	630
Relig: All Christian	54%	(662)	9%	(113)	37%	(461)	1235
Relig: All Non-Christian	46%	(433)	15%	(138)	39%	(372)	943
Community: Urban	53%	(329)	16%	(98)	32%	(197)	624
Community: Suburban	51%	(516)	9%	(95)	39%	(396)	1007
Community: Rural	46%	(252)	10%	(58)	44%	(241)	550
Employ: Private Sector	81%	(596)	11%	(82)	8%	(62)	740
Employ: Government	79%	(103)	15%	(20)	6%	(8)	130
Employ: Self-Employed	74%	(133)	11%	(20)	14%	(25)	178
Employ: Homemaker	21%	(45)	12%	(25)	67%	(143)	213
Employ: Student	47%	(28)	25%	(15)	28%	(17)	59
Employ: Retired	19%	(90)	7%	(34)	74%	(358)	482
Employ: Unemployed	20%	(49)	18%	(45)	61%	(149)	243
Employ: Other	39%	(53)	8%	(10)	53%	(73)	136
Job Type: White-collar	62%	(493)	10%	(83)	28%	(226)	802
Job Type: Blue-collar	48%	(447)	11%	(101)	41%	(388)	936
Job Type: Don't Know	35%	(157)	15%	(67)	50%	(220)	444
Military HH: Yes	53%	(195)	7%	(26)	40%	(150)	371
Military HH: No	50%	(902)	12%	(226)	38%	(684)	1811

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**Table BRD1:** Are you proud to work for your current employer, or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (1097)	12% (251)	38% (834)	2182
2016 Vote: Democrat Hillary Clinton	50% (388)	12% (90)	38% (298)	776
2016 Vote: Republican Donald Trump	58% (471)	10% (77)	32% (261)	809
2016 Vote: Someone else	45% (75)	13% (22)	41% (69)	166
2012 Vote: Barack Obama	54% (503)	11% (100)	35% (328)	931
2012 Vote: Mitt Romney	54% (333)	8% (50)	38% (235)	618
2012 Vote: Other	45% (34)	17% (12)	38% (28)	74
2012 Vote: Didn't Vote	40% (222)	16% (89)	44% (243)	555
4-Region: Northeast	51% (203)	9% (34)	40% (160)	398
4-Region: Midwest	47% (221)	14% (66)	39% (183)	470
4-Region: South	52% (422)	11% (87)	37% (299)	808
4-Region: West	50% (251)	13% (64)	38% (192)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_1: How important are each of the following factors when considering working for a company?**

*Salary/Pay*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1549)	18% (394)	2% (47)	2% (34)	7% (158)	2182
Gender: Male	66% (691)	23% (244)	3% (29)	1% (9)	7% (77)	1050
Gender: Female	76% (858)	13% (150)	2% (18)	2% (25)	7% (81)	1132
Age: 18-29	64% (299)	20% (92)	4% (18)	3% (15)	9% (42)	467
Age: 30-44	70% (390)	22% (123)	3% (15)	1% (7)	4% (24)	559
Age: 45-54	74% (262)	14% (51)	2% (8)	1% (5)	8% (28)	353
Age: 55-64	76% (312)	15% (61)	1% (5)	1% (2)	7% (29)	408
Age: 65+	72% (286)	17% (68)	— (1)	1% (5)	9% (35)	394
PID: Dem (no lean)	74% (542)	17% (127)	3% (22)	1% (7)	4% (33)	731
PID: Ind (no lean)	68% (497)	18% (129)	2% (17)	1% (8)	11% (79)	729
PID: Rep (no lean)	71% (511)	19% (138)	1% (8)	3% (19)	6% (47)	722
PID/Gender: Dem Men	68% (229)	24% (81)	4% (13)	— (1)	4% (14)	338
PID/Gender: Dem Women	80% (313)	12% (47)	2% (9)	2% (6)	5% (18)	392
PID/Gender: Ind Men	65% (235)	21% (78)	2% (9)	1% (3)	11% (39)	363
PID/Gender: Ind Women	72% (262)	14% (51)	2% (8)	1% (5)	11% (40)	366
PID/Gender: Rep Men	65% (227)	25% (86)	2% (7)	1% (5)	7% (24)	349
PID/Gender: Rep Women	76% (283)	14% (52)	— (1)	4% (14)	6% (23)	373
Tea Party: Supporter	72% (478)	20% (133)	4% (24)	2% (10)	2% (16)	661
Tea Party: Not Supporter	71% (1067)	17% (260)	2% (23)	2% (24)	9% (138)	1511
Ideo: Liberal (1-3)	71% (493)	20% (138)	2% (16)	1% (9)	6% (40)	695
Ideo: Moderate (4)	72% (391)	18% (100)	3% (16)	1% (7)	6% (33)	546
Ideo: Conservative (5-7)	72% (525)	19% (140)	2% (14)	2% (16)	5% (39)	733
Educ: < College	72% (1114)	16% (248)	2% (30)	2% (28)	9% (133)	1553
Educ: Bachelors degree	70% (290)	23% (93)	2% (8)	1% (3)	4% (18)	412
Educ: Post-grad	67% (145)	24% (53)	4% (8)	1% (3)	3% (7)	217
Income: Under 50k	73% (945)	15% (201)	2% (25)	2% (25)	8% (105)	1301
Income: 50k-100k	69% (442)	22% (139)	3% (18)	1% (8)	6% (36)	644
Income: 100k+	68% (162)	23% (54)	1% (4)	— (0)	7% (17)	237

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**Table BRD2\_1:** How important are each of the following factors when considering working for a company?

Salary/Pay

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(1549)	18%	(394)	2%	(47)	2%	(34)	7%	(158)	2182
Ethnicity: White	72%	(1243)	18%	(320)	2%	(31)	1%	(25)	7%	(116)	1735
Ethnicity: Hispanic	74%	(242)	15%	(49)	2%	(8)	2%	(8)	6%	(20)	327
Ethnicity: Afr. Am.	69%	(184)	17%	(44)	3%	(7)	2%	(6)	9%	(25)	266
Ethnicity: Other	67%	(121)	16%	(30)	5%	(9)	2%	(3)	9%	(17)	180
Relig: Protestant	72%	(412)	20%	(115)	1%	(7)	2%	(9)	5%	(30)	573
Relig: Roman Catholic	76%	(358)	16%	(77)	2%	(10)	1%	(6)	4%	(18)	469
Relig: Ath./Agn./None	65%	(412)	20%	(127)	2%	(15)	2%	(13)	11%	(68)	635
Relig: Something Else	70%	(214)	18%	(55)	4%	(11)	2%	(5)	7%	(22)	308
Relig: Jewish	69%	(35)	22%	(11)	1%	(1)	—	(0)	8%	(4)	51
Relig: Evangelical	74%	(451)	17%	(100)	2%	(12)	1%	(5)	6%	(38)	606
Relig: Non-Evang. Catholics	75%	(469)	18%	(112)	1%	(8)	2%	(11)	5%	(29)	630
Relig: All Christian	74%	(920)	17%	(212)	2%	(20)	1%	(16)	5%	(67)	1235
Relig: All Non-Christian	66%	(626)	19%	(182)	3%	(26)	2%	(18)	10%	(90)	943
Community: Urban	68%	(425)	22%	(139)	2%	(14)	1%	(6)	6%	(40)	624
Community: Suburban	73%	(735)	16%	(165)	2%	(21)	1%	(14)	7%	(72)	1007
Community: Rural	71%	(388)	16%	(90)	2%	(11)	3%	(14)	8%	(46)	550
Employ: Private Sector	73%	(542)	22%	(159)	2%	(14)	1%	(7)	2%	(18)	740
Employ: Government	74%	(96)	21%	(27)	5%	(6)	—	(0)	—	(0)	130
Employ: Self-Employed	68%	(122)	20%	(35)	3%	(5)	5%	(8)	4%	(8)	178
Employ: Homemaker	71%	(152)	12%	(25)	1%	(3)	2%	(4)	14%	(30)	213
Employ: Student	59%	(35)	20%	(12)	7%	(4)	7%	(4)	8%	(5)	59
Employ: Retired	70%	(337)	17%	(80)	1%	(3)	1%	(6)	12%	(56)	482
Employ: Unemployed	72%	(174)	15%	(36)	2%	(6)	2%	(4)	9%	(22)	243
Employ: Other	67%	(91)	14%	(19)	4%	(5)	1%	(1)	14%	(20)	136
Job Type: White-collar	72%	(574)	22%	(177)	2%	(18)	1%	(8)	3%	(24)	802
Job Type: Blue-collar	73%	(684)	17%	(163)	2%	(23)	1%	(13)	6%	(53)	936
Job Type: Don't Know	65%	(290)	12%	(54)	1%	(6)	3%	(13)	18%	(81)	444
Military HH: Yes	72%	(268)	19%	(71)	1%	(4)	3%	(9)	5%	(17)	371
Military HH: No	71%	(1281)	18%	(323)	2%	(42)	1%	(25)	8%	(141)	1811

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**Table BRD2\_1:** How important are each of the following factors when considering working for a company?  
 Salary/Pay

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1549)	18% (394)	2% (47)	2% (34)	7% (158)	2182
2016 Vote: Democrat Hillary Clinton	74% (574)	18% (140)	3% (20)	1% (6)	5% (36)	776
2016 Vote: Republican Donald Trump	75% (604)	18% (145)	1% (7)	2% (14)	5% (40)	809
2016 Vote: Someone else	66% (110)	19% (31)	4% (7)	2% (3)	9% (15)	166
2012 Vote: Barack Obama	74% (687)	18% (169)	2% (21)	1% (9)	5% (44)	931
2012 Vote: Mitt Romney	74% (460)	17% (105)	1% (7)	2% (11)	5% (34)	618
2012 Vote: Other	58% (43)	32% (24)	2% (1)	— (0)	8% (6)	74
2012 Vote: Didn't Vote	64% (354)	17% (96)	3% (17)	3% (14)	13% (74)	555
4-Region: Northeast	68% (273)	18% (70)	3% (12)	2% (7)	9% (37)	398
4-Region: Midwest	73% (342)	18% (83)	3% (12)	1% (7)	5% (26)	470
4-Region: South	74% (596)	16% (131)	1% (11)	2% (14)	7% (55)	808
4-Region: West	67% (338)	22% (110)	2% (11)	1% (7)	8% (40)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_2: How important are each of the following factors when considering working for a company?**  
Vacation/Sick Leave Policy

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	56%	(1216)	29%	(634)	5%	(119)	2%	(37)	8%	(176)	2182
Gender: Male	49%	(515)	34%	(354)	7%	(74)	2%	(24)	8%	(84)	1050
Gender: Female	62%	(701)	25%	(280)	4%	(45)	1%	(14)	8%	(92)	1132
Age: 18-29	53%	(245)	28%	(133)	7%	(31)	2%	(10)	10%	(48)	467
Age: 30-44	55%	(310)	32%	(177)	6%	(36)	1%	(6)	5%	(29)	559
Age: 45-54	58%	(206)	27%	(96)	4%	(15)	1%	(4)	9%	(32)	353
Age: 55-64	63%	(256)	23%	(96)	4%	(17)	2%	(9)	7%	(31)	408
Age: 65+	50%	(198)	34%	(132)	5%	(20)	2%	(8)	9%	(36)	394
PID: Dem (no lean)	64%	(470)	25%	(182)	5%	(40)	1%	(8)	4%	(31)	731
PID: Ind (no lean)	48%	(350)	32%	(230)	6%	(41)	2%	(16)	13%	(92)	729
PID: Rep (no lean)	55%	(397)	31%	(222)	5%	(38)	2%	(13)	7%	(52)	722
PID/Gender: Dem Men	61%	(206)	27%	(92)	7%	(23)	1%	(4)	4%	(13)	338
PID/Gender: Dem Women	67%	(264)	23%	(90)	4%	(16)	1%	(5)	5%	(18)	392
PID/Gender: Ind Men	39%	(142)	36%	(132)	8%	(28)	4%	(14)	13%	(47)	363
PID/Gender: Ind Women	57%	(207)	27%	(98)	4%	(13)	—	(2)	13%	(46)	366
PID/Gender: Rep Men	48%	(167)	37%	(129)	6%	(22)	2%	(6)	7%	(25)	349
PID/Gender: Rep Women	62%	(230)	25%	(92)	4%	(16)	2%	(7)	7%	(28)	373
Tea Party: Supporter	58%	(384)	30%	(201)	6%	(37)	2%	(16)	4%	(23)	661
Tea Party: Not Supporter	55%	(829)	29%	(431)	5%	(81)	1%	(21)	10%	(148)	1511
Ideo: Liberal (1-3)	58%	(401)	29%	(199)	6%	(43)	2%	(11)	6%	(41)	695
Ideo: Moderate (4)	58%	(314)	31%	(167)	5%	(25)	1%	(7)	6%	(32)	546
Ideo: Conservative (5-7)	53%	(387)	32%	(232)	6%	(46)	2%	(18)	7%	(50)	733
Educ: < College	58%	(895)	27%	(412)	5%	(71)	2%	(28)	9%	(147)	1553
Educ: Bachelors degree	53%	(219)	34%	(138)	7%	(29)	2%	(6)	5%	(19)	412
Educ: Post-grad	47%	(102)	38%	(83)	9%	(19)	2%	(3)	4%	(9)	217
Income: Under 50k	58%	(749)	26%	(344)	5%	(66)	2%	(24)	9%	(118)	1301
Income: 50k-100k	55%	(357)	31%	(199)	6%	(37)	1%	(8)	7%	(42)	644
Income: 100k+	46%	(109)	38%	(90)	7%	(16)	2%	(6)	7%	(16)	237

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**Table BRD2\_2: How important are each of the following factors when considering working for a company?  
 Vacation/Sick Leave Policy**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	56% (1216)	29% (634)	5% (119)	2% (37)	8% (176)	2182
Ethnicity: White	55% (953)	31% (531)	5% (90)	1% (24)	8% (137)	1735
Ethnicity: Hispanic	61% (199)	26% (85)	4% (15)	1% (3)	8% (25)	327
Ethnicity: Afr. Am.	65% (173)	20% (53)	3% (9)	3% (8)	9% (23)	266
Ethnicity: Other	50% (90)	28% (50)	11% (20)	3% (5)	9% (16)	180
Relig: Protestant	52% (300)	36% (208)	4% (21)	1% (7)	6% (36)	573
Relig: Roman Catholic	60% (281)	28% (130)	6% (28)	2% (9)	5% (21)	469
Relig: Ath./Agn./None	50% (316)	29% (185)	6% (40)	2% (16)	12% (77)	635
Relig: Something Else	62% (190)	25% (76)	7% (21)	1% (3)	6% (19)	308
Relig: Jewish	49% (25)	31% (16)	12% (6)	1% (1)	7% (3)	51
Relig: Evangelical	58% (352)	29% (173)	4% (26)	1% (9)	7% (45)	606
Relig: Non-Evang. Catholics	57% (357)	31% (197)	5% (32)	2% (10)	5% (34)	630
Relig: All Christian	57% (709)	30% (371)	5% (58)	2% (19)	6% (79)	1235
Relig: All Non-Christian	54% (506)	28% (261)	6% (61)	2% (19)	10% (96)	943
Community: Urban	56% (347)	30% (186)	5% (32)	1% (8)	8% (51)	624
Community: Suburban	57% (572)	28% (283)	7% (68)	2% (21)	6% (63)	1007
Community: Rural	54% (296)	30% (164)	4% (20)	2% (8)	11% (62)	550
Employ: Private Sector	57% (419)	33% (241)	6% (48)	1% (8)	3% (24)	740
Employ: Government	65% (85)	31% (41)	3% (3)	— (1)	— (0)	130
Employ: Self-Employed	46% (81)	34% (61)	11% (19)	3% (5)	7% (12)	178
Employ: Homemaker	56% (118)	23% (48)	5% (12)	2% (4)	14% (30)	213
Employ: Student	43% (25)	34% (20)	6% (4)	5% (3)	12% (7)	59
Employ: Retired	54% (259)	29% (138)	4% (21)	2% (8)	12% (56)	482
Employ: Unemployed	62% (151)	22% (54)	4% (10)	2% (6)	9% (22)	243
Employ: Other	56% (76)	22% (30)	2% (3)	2% (2)	18% (25)	136
Job Type: White-collar	56% (446)	33% (267)	6% (47)	1% (10)	4% (32)	802
Job Type: Blue-collar	56% (523)	30% (278)	6% (61)	2% (15)	6% (60)	936
Job Type: Don't Know	56% (247)	20% (89)	3% (12)	3% (12)	19% (84)	444
Military HH: Yes	57% (211)	31% (115)	6% (21)	1% (4)	5% (20)	371
Military HH: No	55% (1005)	29% (518)	5% (98)	2% (33)	9% (157)	1811

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**Table BRD2\_2: How important are each of the following factors when considering working for a company?**  
Vacation/Sick Leave Policy

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	56% (1216)	29% (634)	5% (119)	2% (37)	8% (176)	2182
2016 Vote: Democrat Hillary Clinton	61% (477)	28% (214)	5% (39)	1% (9)	5% (37)	776
2016 Vote: Republican Donald Trump	56% (451)	31% (255)	6% (45)	2% (14)	6% (45)	809
2016 Vote: Someone else	49% (82)	34% (57)	4% (6)	4% (7)	8% (13)	166
2012 Vote: Barack Obama	62% (578)	27% (251)	5% (46)	1% (12)	5% (43)	931
2012 Vote: Mitt Romney	55% (339)	31% (191)	6% (36)	2% (11)	7% (41)	618
2012 Vote: Other	45% (33)	42% (32)	4% (3)	2% (2)	6% (4)	74
2012 Vote: Didn't Vote	47% (261)	29% (160)	6% (34)	2% (12)	16% (88)	555
4-Region: Northeast	55% (220)	29% (114)	6% (24)	1% (4)	9% (36)	398
4-Region: Midwest	58% (270)	28% (129)	5% (25)	2% (11)	7% (34)	470
4-Region: South	58% (467)	28% (230)	4% (31)	2% (14)	8% (66)	808
4-Region: West	51% (259)	32% (160)	8% (39)	2% (9)	8% (40)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_3: How important are each of the following factors when considering working for a company?  
 Benefits (Health/Dental Insurance, 401K, etc.)**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	67% (1470)	20% (434)	3% (76)	2% (38)	8% (164)	2182
Gender: Male	63% (659)	23% (242)	4% (45)	2% (25)	8% (80)	1050
Gender: Female	72% (811)	17% (191)	3% (32)	1% (13)	7% (84)	1132
Age: 18-29	58% (270)	25% (117)	5% (23)	3% (12)	10% (45)	467
Age: 30-44	65% (365)	24% (134)	4% (25)	1% (8)	5% (27)	559
Age: 45-54	71% (250)	18% (64)	2% (9)	1% (4)	7% (26)	353
Age: 55-64	76% (309)	13% (53)	3% (11)	1% (6)	7% (30)	408
Age: 65+	70% (276)	17% (65)	2% (9)	2% (8)	9% (36)	394
PID: Dem (no lean)	74% (541)	16% (119)	4% (27)	1% (9)	5% (35)	731
PID: Ind (no lean)	62% (450)	21% (150)	4% (31)	2% (17)	11% (80)	729
PID: Rep (no lean)	66% (479)	23% (165)	3% (18)	2% (12)	7% (49)	722
PID/Gender: Dem Men	71% (241)	19% (63)	5% (16)	1% (5)	4% (13)	338
PID/Gender: Dem Women	76% (299)	14% (56)	3% (11)	1% (5)	6% (22)	392
PID/Gender: Ind Men	57% (206)	22% (80)	6% (20)	4% (15)	12% (42)	363
PID/Gender: Ind Women	67% (244)	19% (70)	3% (11)	1% (3)	10% (38)	366
PID/Gender: Rep Men	61% (212)	28% (99)	2% (8)	2% (6)	7% (24)	349
PID/Gender: Rep Women	72% (267)	18% (66)	3% (10)	2% (6)	7% (24)	373
Tea Party: Supporter	67% (440)	24% (157)	4% (29)	2% (14)	3% (21)	661
Tea Party: Not Supporter	68% (1026)	18% (275)	3% (47)	2% (25)	9% (139)	1511
Ideo: Liberal (1-3)	66% (458)	23% (157)	3% (24)	2% (13)	6% (43)	695
Ideo: Moderate (4)	70% (381)	19% (106)	3% (18)	2% (9)	6% (32)	546
Ideo: Conservative (5-7)	68% (498)	21% (153)	4% (27)	2% (15)	6% (41)	733
Educ: < College	68% (1049)	19% (290)	3% (50)	2% (28)	9% (136)	1553
Educ: Bachelors degree	69% (283)	21% (88)	4% (16)	2% (7)	5% (19)	412
Educ: Post-grad	64% (138)	26% (56)	5% (10)	2% (3)	4% (9)	217
Income: Under 50k	68% (882)	18% (236)	4% (48)	2% (22)	9% (112)	1301
Income: 50k-100k	68% (438)	21% (137)	3% (22)	2% (13)	5% (34)	644
Income: 100k+	63% (150)	25% (60)	3% (7)	1% (3)	7% (18)	237

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**Table BRD2\_3: How important are each of the following factors when considering working for a company?  
Benefits (Health/Dental Insurance, 401K, etc.)**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	67% (1470)	20% (434)	3% (76)	2% (38)	8% (164)	2182
Ethnicity: White	68% (1175)	20% (346)	4% (68)	1% (24)	7% (122)	1735
Ethnicity: Hispanic	71% (233)	20% (66)	3% (10)	— (1)	5% (16)	327
Ethnicity: Afr. Am.	67% (179)	19% (52)	1% (2)	4% (11)	9% (23)	266
Ethnicity: Other	64% (115)	20% (36)	4% (6)	2% (4)	11% (19)	180
Relig: Protestant	69% (395)	22% (123)	2% (13)	1% (7)	6% (34)	573
Relig: Roman Catholic	73% (344)	17% (81)	4% (18)	2% (9)	4% (17)	469
Relig: Ath./Agn./None	61% (386)	22% (137)	4% (23)	3% (16)	11% (72)	635
Relig: Something Else	67% (206)	20% (63)	5% (16)	2% (6)	6% (18)	308
Relig: Jewish	58% (30)	30% (15)	5% (2)	— (0)	8% (4)	51
Relig: Evangelical	69% (416)	19% (117)	4% (22)	1% (7)	7% (45)	606
Relig: Non-Evang. Catholics	73% (461)	18% (115)	3% (16)	1% (9)	5% (29)	630
Relig: All Christian	71% (877)	19% (232)	3% (37)	1% (16)	6% (73)	1235
Relig: All Non-Christian	63% (592)	21% (200)	4% (39)	2% (22)	10% (90)	943
Community: Urban	65% (405)	22% (139)	5% (28)	1% (8)	7% (43)	624
Community: Suburban	70% (704)	18% (185)	3% (29)	2% (20)	7% (68)	1007
Community: Rural	65% (360)	20% (109)	3% (18)	2% (10)	10% (53)	550
Employ: Private Sector	67% (494)	24% (180)	4% (31)	1% (10)	3% (25)	740
Employ: Government	71% (93)	22% (29)	5% (6)	1% (2)	— (1)	130
Employ: Self-Employed	59% (105)	26% (47)	6% (10)	5% (8)	5% (8)	178
Employ: Homemaker	68% (145)	16% (35)	2% (5)	1% (1)	13% (27)	213
Employ: Student	53% (32)	20% (12)	9% (5)	5% (3)	13% (8)	59
Employ: Retired	71% (342)	14% (68)	2% (12)	1% (6)	11% (54)	482
Employ: Unemployed	69% (168)	18% (43)	1% (4)	3% (7)	8% (21)	243
Employ: Other	66% (90)	15% (20)	3% (4)	1% (1)	16% (22)	136
Job Type: White-collar	70% (558)	23% (182)	3% (28)	1% (8)	3% (26)	802
Job Type: Blue-collar	67% (624)	21% (197)	4% (36)	2% (18)	6% (60)	936
Job Type: Don't Know	65% (288)	12% (55)	3% (12)	3% (12)	17% (78)	444
Military HH: Yes	70% (260)	20% (73)	3% (13)	2% (8)	5% (17)	371
Military HH: No	67% (1210)	20% (360)	4% (64)	2% (30)	8% (147)	1811

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**Table BRD2\_3:** How important are each of the following factors when considering working for a company?  
Benefits (Health/Dental Insurance, 401K, etc.)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	67%	(1470)	20%	(434)	3%	(76)	2%	(38)	8%	(164)	2182
2016 Vote: Democrat Hillary Clinton	70%	(545)	20%	(153)	3%	(24)	1%	(11)	6%	(43)	776
2016 Vote: Republican Donald Trump	69%	(560)	21%	(170)	3%	(27)	1%	(10)	5%	(42)	809
2016 Vote: Someone else	67%	(111)	19%	(31)	2%	(3)	3%	(5)	10%	(16)	166
2012 Vote: Barack Obama	71%	(662)	20%	(183)	3%	(28)	1%	(12)	5%	(46)	931
2012 Vote: Mitt Romney	70%	(435)	19%	(116)	3%	(16)	2%	(14)	6%	(37)	618
2012 Vote: Other	55%	(41)	34%	(26)	4%	(3)	—	(0)	6%	(4)	74
2012 Vote: Didn't Vote	59%	(327)	20%	(110)	5%	(29)	2%	(13)	14%	(76)	555
4-Region: Northeast	68%	(272)	18%	(70)	5%	(20)	1%	(5)	8%	(30)	398
4-Region: Midwest	70%	(327)	19%	(87)	2%	(12)	3%	(13)	7%	(31)	470
4-Region: South	68%	(548)	20%	(158)	3%	(24)	2%	(18)	7%	(59)	808
4-Region: West	63%	(321)	23%	(119)	4%	(20)	1%	(3)	9%	(44)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_4: How important are each of the following factors when considering working for a company?**  
*Opportunities for career advancement*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1248)	27% (590)	5% (114)	3% (60)	8% (170)	2182
Gender: Male	55% (577)	27% (286)	7% (69)	3% (31)	8% (88)	1050
Gender: Female	59% (671)	27% (304)	4% (45)	3% (30)	7% (82)	1132
Age: 18-29	60% (279)	21% (100)	6% (29)	4% (17)	9% (42)	467
Age: 30-44	55% (307)	33% (185)	5% (28)	2% (9)	5% (31)	559
Age: 45-54	55% (195)	28% (100)	6% (21)	2% (8)	8% (29)	353
Age: 55-64	55% (225)	27% (110)	7% (29)	4% (14)	7% (30)	408
Age: 65+	61% (241)	24% (95)	2% (7)	3% (12)	10% (39)	394
PID: Dem (no lean)	62% (454)	28% (202)	4% (31)	1% (10)	5% (33)	731
PID: Ind (no lean)	52% (382)	25% (180)	8% (55)	3% (24)	12% (88)	729
PID: Rep (no lean)	57% (412)	29% (208)	4% (27)	4% (26)	7% (48)	722
PID/Gender: Dem Men	60% (203)	30% (101)	5% (17)	1% (4)	4% (14)	338
PID/Gender: Dem Women	64% (251)	26% (101)	4% (14)	2% (7)	5% (20)	392
PID/Gender: Ind Men	50% (182)	24% (86)	10% (35)	3% (12)	13% (48)	363
PID/Gender: Ind Women	55% (200)	26% (94)	5% (20)	3% (12)	11% (40)	366
PID/Gender: Rep Men	55% (192)	28% (99)	5% (16)	4% (15)	8% (27)	349
PID/Gender: Rep Women	59% (220)	29% (109)	3% (11)	3% (11)	6% (22)	373
Tea Party: Supporter	62% (412)	27% (178)	5% (32)	3% (18)	3% (21)	661
Tea Party: Not Supporter	55% (832)	27% (411)	5% (81)	3% (42)	10% (145)	1511
Ideo: Liberal (1-3)	59% (413)	26% (180)	7% (46)	3% (20)	5% (35)	695
Ideo: Moderate (4)	57% (313)	27% (148)	6% (32)	3% (17)	7% (37)	546
Ideo: Conservative (5-7)	57% (418)	30% (218)	4% (28)	3% (21)	7% (48)	733
Educ: < College	58% (902)	25% (386)	5% (73)	3% (50)	9% (141)	1553
Educ: Bachelors degree	56% (230)	32% (131)	6% (25)	1% (4)	5% (22)	412
Educ: Post-grad	53% (115)	33% (73)	7% (16)	3% (7)	3% (7)	217
Income: Under 50k	58% (750)	25% (327)	5% (67)	3% (41)	9% (117)	1301
Income: 50k-100k	58% (376)	29% (187)	5% (32)	1% (8)	6% (40)	644
Income: 100k+	51% (121)	32% (77)	6% (14)	5% (12)	6% (13)	237

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**Table BRD2\_4:** How important are each of the following factors when considering working for a company?  
*Opportunities for career advancement*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	57% (1248)	27% (590)	5% (114)	3% (60)	8% (170)	2182
Ethnicity: White	57% (982)	28% (490)	6% (96)	2% (41)	7% (126)	1735
Ethnicity: Hispanic	66% (214)	20% (66)	4% (14)	4% (13)	6% (20)	327
Ethnicity: Afr. Am.	61% (162)	24% (64)	3% (7)	4% (10)	9% (23)	266
Ethnicity: Other	58% (104)	20% (35)	6% (11)	5% (10)	11% (20)	180
Relig: Protestant	58% (332)	31% (177)	3% (19)	2% (11)	6% (34)	573
Relig: Roman Catholic	62% (291)	25% (117)	5% (25)	3% (14)	5% (22)	469
Relig: Ath./Agn./None	52% (330)	26% (166)	7% (44)	4% (23)	11% (72)	635
Relig: Something Else	57% (176)	28% (85)	6% (18)	3% (10)	6% (19)	308
Relig: Jewish	53% (27)	30% (16)	6% (3)	2% (1)	8% (4)	51
Relig: Evangelical	62% (374)	25% (153)	4% (24)	2% (13)	7% (41)	606
Relig: Non-Evang. Catholics	58% (366)	29% (184)	4% (28)	2% (15)	6% (36)	630
Relig: All Christian	60% (740)	27% (337)	4% (52)	2% (28)	6% (78)	1235
Relig: All Non-Christian	54% (506)	27% (251)	7% (62)	3% (32)	10% (91)	943
Community: Urban	55% (343)	30% (189)	5% (33)	2% (14)	7% (45)	624
Community: Suburban	59% (590)	25% (256)	6% (57)	3% (30)	7% (75)	1007
Community: Rural	57% (315)	26% (145)	4% (24)	3% (16)	9% (51)	550
Employ: Private Sector	55% (410)	33% (242)	7% (53)	2% (14)	3% (21)	740
Employ: Government	69% (90)	19% (25)	6% (8)	5% (6)	1% (1)	130
Employ: Self-Employed	53% (94)	29% (51)	6% (11)	4% (7)	9% (15)	178
Employ: Homemaker	55% (117)	25% (54)	3% (7)	5% (11)	12% (25)	213
Employ: Student	63% (37)	25% (15)	3% (2)	1% (1)	8% (5)	59
Employ: Retired	61% (295)	21% (101)	3% (14)	3% (12)	12% (60)	482
Employ: Unemployed	56% (136)	28% (67)	5% (13)	2% (5)	9% (22)	243
Employ: Other	50% (69)	25% (35)	5% (7)	3% (4)	16% (22)	136
Job Type: White-collar	56% (449)	31% (251)	7% (52)	3% (23)	3% (27)	802
Job Type: Blue-collar	58% (547)	27% (256)	5% (50)	2% (22)	7% (61)	936
Job Type: Don't Know	57% (252)	19% (83)	3% (12)	3% (15)	18% (82)	444
Military HH: Yes	64% (238)	23% (85)	5% (18)	4% (14)	4% (16)	371
Military HH: No	56% (1009)	28% (505)	5% (96)	3% (47)	8% (154)	1811

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**Table BRD2\_4: How important are each of the following factors when considering working for a company?**  
*Opportunities for career advancement*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	57%	(1248)	27%	(590)	5%	(114)	3%	(60)	8%	(170)	2182
2016 Vote: Democrat Hillary Clinton	59%	(461)	27%	(211)	7%	(51)	2%	(16)	5%	(36)	776
2016 Vote: Republican Donald Trump	60%	(489)	28%	(225)	4%	(33)	2%	(20)	5%	(44)	809
2016 Vote: Someone else	50%	(84)	27%	(45)	6%	(9)	7%	(12)	10%	(16)	166
2012 Vote: Barack Obama	61%	(568)	27%	(255)	5%	(46)	2%	(15)	5%	(46)	931
2012 Vote: Mitt Romney	59%	(365)	27%	(165)	4%	(27)	4%	(22)	6%	(39)	618
2012 Vote: Other	46%	(34)	31%	(23)	10%	(7)	6%	(5)	7%	(6)	74
2012 Vote: Didn't Vote	50%	(277)	26%	(146)	6%	(34)	3%	(18)	14%	(80)	555
4-Region: Northeast	55%	(220)	25%	(98)	7%	(26)	4%	(16)	10%	(38)	398
4-Region: Midwest	60%	(282)	26%	(123)	5%	(22)	3%	(16)	6%	(27)	470
4-Region: South	58%	(465)	29%	(234)	4%	(34)	1%	(12)	8%	(63)	808
4-Region: West	56%	(281)	27%	(136)	6%	(32)	3%	(16)	8%	(42)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_5: How important are each of the following factors when considering working for a company?**  
*Office Culture*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
Gender: Male	37% (387)	36% (374)	12% (124)	5% (53)	11% (113)	1050
Gender: Female	47% (536)	29% (323)	9% (107)	4% (44)	11% (122)	1132
Age: 18-29	41% (191)	31% (145)	11% (52)	5% (22)	12% (57)	467
Age: 30-44	44% (246)	33% (187)	11% (60)	4% (22)	8% (44)	559
Age: 45-54	45% (160)	30% (105)	9% (33)	3% (11)	12% (43)	353
Age: 55-64	44% (179)	31% (127)	9% (38)	5% (21)	10% (43)	408
Age: 65+	37% (146)	33% (132)	12% (48)	5% (21)	12% (48)	394
PID: Dem (no lean)	47% (347)	31% (225)	11% (84)	4% (28)	7% (48)	731
PID: Ind (no lean)	35% (257)	30% (221)	12% (87)	5% (38)	17% (126)	729
PID: Rep (no lean)	44% (320)	35% (251)	8% (60)	4% (30)	9% (61)	722
PID/Gender: Dem Men	44% (149)	36% (121)	12% (39)	3% (11)	5% (19)	338
PID/Gender: Dem Women	50% (197)	27% (104)	11% (45)	4% (17)	7% (29)	392
PID/Gender: Ind Men	30% (108)	33% (119)	14% (49)	6% (22)	18% (65)	363
PID/Gender: Ind Women	41% (149)	28% (102)	10% (38)	4% (16)	17% (61)	366
PID/Gender: Rep Men	37% (129)	39% (135)	10% (36)	6% (20)	9% (30)	349
PID/Gender: Rep Women	51% (190)	31% (116)	6% (24)	3% (11)	9% (32)	373
Tea Party: Supporter	50% (334)	30% (201)	9% (60)	4% (28)	6% (39)	661
Tea Party: Not Supporter	39% (587)	33% (494)	11% (170)	5% (68)	13% (192)	1511
Ideo: Liberal (1-3)	49% (340)	31% (215)	8% (56)	5% (34)	7% (50)	695
Ideo: Moderate (4)	40% (219)	34% (184)	13% (74)	4% (22)	9% (47)	546
Ideo: Conservative (5-7)	41% (304)	35% (258)	10% (72)	4% (31)	9% (68)	733
Educ: < College	40% (618)	31% (482)	11% (173)	5% (81)	13% (200)	1553
Educ: Bachelors degree	47% (196)	35% (144)	9% (38)	3% (11)	6% (23)	412
Educ: Post-grad	51% (110)	33% (71)	9% (20)	2% (5)	5% (11)	217
Income: Under 50k	40% (526)	30% (385)	12% (156)	5% (65)	13% (169)	1301
Income: 50k-100k	45% (289)	35% (226)	9% (60)	4% (25)	7% (43)	644
Income: 100k+	45% (108)	36% (85)	6% (15)	3% (6)	10% (23)	237

Continued on next page

**Table BRD2\_5: How important are each of the following factors when considering working for a company?**

*Office Culture*

<b>Demographic</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Not too important</b>	<b>Not important at all</b>	<b>Don't Know / No Opinion</b>	<b>Total N</b>
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
Ethnicity: White	42% (733)	33% (570)	11% (184)	4% (75)	10% (173)	1735
Ethnicity: Hispanic	49% (158)	29% (95)	9% (28)	4% (14)	9% (30)	327
Ethnicity: Afr. Am.	45% (119)	29% (78)	8% (21)	5% (14)	13% (35)	266
Ethnicity: Other	40% (71)	27% (48)	14% (26)	4% (8)	15% (27)	180
Relig: Protestant	44% (250)	37% (213)	9% (50)	3% (20)	7% (39)	573
Relig: Roman Catholic	45% (209)	33% (156)	11% (50)	4% (17)	8% (36)	469
Relig: Ath./Agn./None	37% (238)	30% (190)	11% (67)	6% (36)	16% (104)	635
Relig: Something Else	44% (137)	27% (85)	13% (40)	5% (17)	10% (30)	308
Relig: Jewish	49% (25)	36% (19)	6% (3)	— (0)	9% (5)	51
Relig: Evangelical	49% (295)	29% (177)	11% (65)	3% (18)	8% (50)	606
Relig: Non-Evang. Catholics	40% (252)	39% (245)	9% (58)	4% (25)	8% (50)	630
Relig: All Christian	44% (547)	34% (422)	10% (123)	4% (44)	8% (100)	1235
Relig: All Non-Christian	40% (375)	29% (274)	11% (107)	6% (53)	14% (134)	943
Community: Urban	43% (268)	32% (197)	11% (67)	5% (33)	10% (60)	624
Community: Suburban	44% (444)	32% (318)	10% (98)	4% (42)	10% (104)	1007
Community: Rural	38% (211)	33% (181)	12% (65)	4% (22)	13% (71)	550
Employ: Private Sector	47% (350)	35% (257)	9% (69)	5% (34)	4% (30)	740
Employ: Government	55% (71)	30% (40)	13% (17)	— (0)	2% (2)	130
Employ: Self-Employed	38% (67)	37% (66)	10% (18)	6% (10)	10% (18)	178
Employ: Homemaker	35% (75)	36% (76)	9% (20)	1% (2)	19% (40)	213
Employ: Student	39% (23)	25% (15)	14% (9)	10% (6)	12% (7)	59
Employ: Retired	38% (181)	32% (153)	12% (57)	4% (22)	15% (70)	482
Employ: Unemployed	43% (104)	25% (62)	8% (20)	6% (15)	17% (42)	243
Employ: Other	38% (52)	22% (30)	16% (21)	5% (7)	19% (26)	136
Job Type: White-collar	49% (393)	36% (286)	9% (69)	3% (21)	4% (33)	802
Job Type: Blue-collar	39% (365)	33% (309)	13% (124)	5% (51)	9% (88)	936
Job Type: Don't Know	37% (166)	23% (101)	9% (38)	6% (25)	26% (114)	444
Military HH: Yes	43% (158)	32% (120)	14% (51)	5% (18)	6% (24)	371
Military HH: No	42% (765)	32% (577)	10% (180)	4% (79)	12% (211)	1811

Continued on next page

**Table BRD2\_5:** How important are each of the following factors when considering working for a company?  
 Office Culture

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	42% (923)	32% (697)	11% (231)	4% (97)	11% (235)	2182
2016 Vote: Democrat Hillary Clinton	46% (357)	33% (255)	10% (77)	4% (31)	7% (56)	776
2016 Vote: Republican Donald Trump	46% (370)	35% (283)	7% (60)	4% (32)	8% (64)	809
2016 Vote: Someone else	33% (54)	33% (55)	13% (22)	10% (16)	11% (18)	166
2012 Vote: Barack Obama	47% (439)	32% (294)	10% (97)	4% (33)	7% (68)	931
2012 Vote: Mitt Romney	44% (273)	35% (218)	7% (45)	6% (34)	8% (49)	618
2012 Vote: Other	32% (24)	38% (29)	19% (14)	4% (3)	6% (4)	74
2012 Vote: Didn't Vote	33% (183)	28% (157)	13% (74)	5% (26)	21% (114)	555
4-Region: Northeast	40% (159)	31% (123)	12% (47)	4% (18)	13% (51)	398
4-Region: Midwest	39% (184)	36% (167)	11% (53)	3% (16)	10% (49)	470
4-Region: South	45% (367)	31% (250)	9% (75)	4% (35)	10% (80)	808
4-Region: West	42% (213)	31% (157)	11% (55)	5% (28)	11% (55)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_6: How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back**

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	49%	(1066)	32%	(693)	7%	(159)	3%	(69)	9%	(196)	2182
Gender: Male	44%	(462)	34%	(362)	8%	(86)	5%	(48)	9%	(93)	1050
Gender: Female	53%	(604)	29%	(332)	6%	(73)	2%	(21)	9%	(103)	1132
Age: 18-29	48%	(223)	31%	(144)	8%	(37)	4%	(16)	10%	(47)	467
Age: 30-44	48%	(267)	35%	(196)	8%	(44)	4%	(21)	6%	(32)	559
Age: 45-54	51%	(179)	31%	(109)	6%	(20)	2%	(8)	10%	(36)	353
Age: 55-64	49%	(201)	33%	(134)	5%	(21)	4%	(16)	9%	(36)	408
Age: 65+	50%	(196)	28%	(111)	9%	(37)	2%	(7)	11%	(44)	394
PID: Dem (no lean)	57%	(417)	30%	(216)	6%	(41)	2%	(16)	5%	(40)	731
PID: Ind (no lean)	43%	(314)	31%	(224)	9%	(66)	4%	(28)	14%	(99)	729
PID: Rep (no lean)	46%	(335)	35%	(254)	7%	(52)	3%	(25)	8%	(57)	722
PID/Gender: Dem Men	53%	(180)	34%	(114)	7%	(22)	3%	(9)	4%	(13)	338
PID/Gender: Dem Women	61%	(237)	26%	(102)	5%	(19)	2%	(7)	7%	(27)	392
PID/Gender: Ind Men	37%	(135)	33%	(119)	10%	(36)	6%	(20)	14%	(52)	363
PID/Gender: Ind Women	49%	(178)	29%	(104)	8%	(29)	2%	(8)	13%	(47)	366
PID/Gender: Rep Men	42%	(147)	37%	(129)	8%	(27)	5%	(18)	8%	(28)	349
PID/Gender: Rep Women	50%	(188)	33%	(125)	7%	(25)	2%	(7)	8%	(29)	373
Tea Party: Supporter	53%	(353)	32%	(211)	9%	(56)	3%	(18)	3%	(22)	661
Tea Party: Not Supporter	47%	(710)	32%	(480)	7%	(102)	3%	(50)	11%	(169)	1511
Ideo: Liberal (1-3)	53%	(369)	30%	(212)	6%	(42)	4%	(30)	6%	(42)	695
Ideo: Moderate (4)	49%	(270)	34%	(185)	6%	(32)	2%	(13)	9%	(47)	546
Ideo: Conservative (5-7)	46%	(340)	35%	(254)	9%	(65)	3%	(21)	7%	(54)	733
Educ: < College	49%	(756)	30%	(470)	7%	(111)	3%	(51)	11%	(165)	1553
Educ: Bachelors degree	50%	(206)	36%	(147)	7%	(29)	2%	(8)	5%	(22)	412
Educ: Post-grad	48%	(104)	35%	(77)	8%	(18)	4%	(9)	4%	(9)	217
Income: Under 50k	49%	(636)	30%	(394)	7%	(95)	4%	(49)	10%	(128)	1301
Income: 50k-100k	51%	(327)	33%	(209)	7%	(44)	2%	(13)	8%	(51)	644
Income: 100k+	43%	(103)	38%	(90)	9%	(20)	3%	(7)	7%	(17)	237

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**Table BRD2\_6:** How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1066)	32% (693)	7% (159)	3% (69)	9% (196)	2182
Ethnicity: White	48% (839)	33% (574)	8% (130)	3% (50)	8% (143)	1735
Ethnicity: Hispanic	54% (175)	30% (98)	5% (17)	5% (16)	6% (20)	327
Ethnicity: Afr. Am.	54% (145)	27% (71)	4% (10)	4% (12)	11% (29)	266
Ethnicity: Other	45% (82)	27% (49)	10% (18)	4% (7)	13% (24)	180
Relig: Protestant	49% (278)	35% (202)	6% (36)	1% (8)	9% (49)	573
Relig: Roman Catholic	54% (255)	33% (153)	5% (24)	3% (12)	5% (26)	469
Relig: Ath./Agn./None	41% (262)	32% (201)	9% (56)	5% (34)	13% (81)	635
Relig: Something Else	54% (167)	29% (90)	8% (24)	3% (10)	6% (18)	308
Relig: Jewish	53% (27)	30% (15)	8% (4)	2% (1)	7% (3)	51
Relig: Evangelical	54% (324)	30% (181)	7% (43)	2% (10)	8% (47)	606
Relig: Non-Evang. Catholics	49% (312)	35% (220)	6% (35)	2% (14)	8% (49)	630
Relig: All Christian	51% (636)	32% (401)	6% (79)	2% (24)	8% (96)	1235
Relig: All Non-Christian	45% (429)	31% (291)	8% (80)	5% (44)	10% (99)	943
Community: Urban	47% (294)	34% (211)	6% (40)	4% (25)	9% (54)	624
Community: Suburban	50% (502)	31% (313)	8% (84)	3% (28)	8% (81)	1007
Community: Rural	49% (270)	31% (169)	6% (35)	3% (16)	11% (61)	550
Employ: Private Sector	50% (373)	36% (263)	7% (54)	3% (22)	4% (29)	740
Employ: Government	53% (69)	31% (41)	12% (15)	3% (4)	1% (1)	130
Employ: Self-Employed	47% (83)	32% (57)	6% (11)	7% (13)	8% (14)	178
Employ: Homemaker	41% (87)	34% (73)	8% (17)	2% (4)	15% (33)	213
Employ: Student	50% (30)	29% (17)	9% (5)	1% (1)	12% (7)	59
Employ: Retired	48% (232)	28% (137)	8% (38)	2% (8)	14% (67)	482
Employ: Unemployed	50% (122)	32% (77)	2% (6)	5% (12)	11% (26)	243
Employ: Other	52% (70)	21% (29)	9% (12)	4% (6)	14% (19)	136
Job Type: White-collar	52% (418)	35% (279)	7% (54)	3% (20)	4% (30)	802
Job Type: Blue-collar	47% (437)	33% (308)	8% (78)	4% (34)	8% (78)	936
Job Type: Don't Know	47% (211)	24% (107)	6% (26)	3% (14)	20% (87)	444
Military HH: Yes	53% (198)	34% (125)	5% (19)	2% (9)	5% (20)	371
Military HH: No	48% (868)	31% (568)	8% (139)	3% (60)	10% (176)	1811

Continued on next page

**Table BRD2\_6:** How important are each of the following factors when considering working for a company?  
Doing Something Rewarding/Opportunities to give back

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	49% (1066)	32% (693)	7% (159)	3% (69)	9% (196)	2182
2016 Vote: Democrat Hillary Clinton	56% (433)	31% (237)	5% (40)	2% (16)	6% (50)	776
2016 Vote: Republican Donald Trump	48% (389)	34% (278)	7% (60)	3% (28)	7% (54)	809
2016 Vote: Someone else	43% (72)	29% (48)	12% (20)	6% (10)	10% (16)	166
2012 Vote: Barack Obama	55% (515)	31% (290)	5% (51)	2% (19)	6% (56)	931
2012 Vote: Mitt Romney	48% (298)	33% (206)	8% (47)	3% (17)	8% (49)	618
2012 Vote: Other	38% (28)	32% (23)	17% (12)	6% (4)	8% (6)	74
2012 Vote: Didn't Vote	40% (220)	31% (174)	9% (48)	5% (28)	15% (84)	555
4-Region: Northeast	46% (183)	36% (142)	6% (25)	3% (11)	9% (38)	398
4-Region: Midwest	49% (228)	34% (159)	6% (27)	4% (18)	8% (37)	470
4-Region: South	52% (417)	29% (236)	7% (60)	3% (26)	8% (68)	808
4-Region: West	47% (238)	31% (155)	9% (47)	3% (14)	10% (53)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD2\_7: How important are each of the following factors when considering working for a company?**  
*Job Stability*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(1553)	17%	(374)	3%	(57)	2%	(34)	7%	(163)	2182
Gender: Male	66%	(698)	21%	(222)	4%	(37)	2%	(17)	7%	(76)	1050
Gender: Female	76%	(855)	13%	(152)	2%	(20)	2%	(17)	8%	(87)	1132
Age: 18-29	63%	(296)	18%	(85)	5%	(23)	4%	(18)	10%	(45)	467
Age: 30-44	69%	(388)	22%	(123)	3%	(15)	1%	(5)	5%	(28)	559
Age: 45-54	74%	(260)	15%	(53)	3%	(9)	1%	(3)	8%	(28)	353
Age: 55-64	77%	(315)	14%	(58)	1%	(6)	1%	(3)	7%	(27)	408
Age: 65+	74%	(294)	14%	(56)	1%	(4)	1%	(5)	9%	(35)	394
PID: Dem (no lean)	74%	(544)	17%	(124)	3%	(21)	1%	(8)	5%	(34)	731
PID: Ind (no lean)	66%	(478)	20%	(143)	2%	(18)	1%	(8)	11%	(81)	729
PID: Rep (no lean)	74%	(531)	15%	(107)	3%	(19)	2%	(17)	7%	(48)	722
PID/Gender: Dem Men	70%	(238)	21%	(72)	4%	(13)	1%	(3)	4%	(13)	338
PID/Gender: Dem Women	78%	(305)	13%	(52)	2%	(8)	1%	(6)	5%	(21)	392
PID/Gender: Ind Men	62%	(223)	23%	(83)	3%	(12)	1%	(3)	11%	(42)	363
PID/Gender: Ind Women	70%	(255)	16%	(60)	2%	(6)	2%	(6)	11%	(40)	366
PID/Gender: Rep Men	68%	(237)	19%	(67)	3%	(12)	3%	(12)	6%	(21)	349
PID/Gender: Rep Women	79%	(294)	11%	(39)	2%	(7)	2%	(6)	7%	(26)	373
Tea Party: Supporter	75%	(498)	17%	(113)	3%	(19)	2%	(12)	3%	(18)	661
Tea Party: Not Supporter	70%	(1051)	17%	(260)	3%	(38)	1%	(22)	9%	(141)	1511
Ideo: Liberal (1-3)	70%	(489)	19%	(130)	4%	(26)	1%	(10)	6%	(40)	695
Ideo: Moderate (4)	72%	(393)	18%	(99)	3%	(15)	2%	(10)	5%	(30)	546
Ideo: Conservative (5-7)	74%	(545)	16%	(120)	2%	(12)	2%	(13)	6%	(44)	733
Educ: < College	72%	(1113)	15%	(236)	2%	(39)	2%	(28)	9%	(137)	1553
Educ: Bachelors degree	71%	(293)	20%	(84)	3%	(14)	1%	(2)	5%	(19)	412
Educ: Post-grad	68%	(147)	25%	(54)	2%	(5)	2%	(4)	4%	(8)	217
Income: Under 50k	72%	(936)	15%	(197)	3%	(33)	2%	(23)	9%	(112)	1301
Income: 50k-100k	72%	(465)	18%	(118)	3%	(20)	1%	(6)	6%	(36)	644
Income: 100k+	65%	(153)	25%	(59)	2%	(5)	2%	(5)	6%	(15)	237

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**Table BRD2\_7: How important are each of the following factors when considering working for a company?**

*Job Stability*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1553)	17% (374)	3% (57)	2% (34)	7% (163)	2182
Ethnicity: White	72% (1256)	18% (304)	2% (37)	1% (24)	7% (115)	1735
Ethnicity: Hispanic	70% (229)	17% (55)	3% (10)	3% (9)	7% (23)	327
Ethnicity: Afr. Am.	70% (186)	16% (43)	3% (8)	2% (4)	10% (26)	266
Ethnicity: Other	62% (112)	16% (28)	7% (13)	3% (6)	12% (22)	180
Relig: Protestant	74% (425)	18% (101)	2% (9)	1% (4)	6% (34)	573
Relig: Roman Catholic	76% (354)	17% (77)	3% (16)	1% (4)	4% (18)	469
Relig: Ath./Agn./None	64% (408)	19% (121)	2% (16)	3% (19)	11% (71)	635
Relig: Something Else	71% (218)	17% (53)	5% (14)	2% (6)	6% (18)	308
Relig: Jewish	67% (34)	24% (12)	1% (1)	— (0)	8% (4)	51
Relig: Evangelical	74% (448)	17% (103)	2% (11)	1% (4)	7% (40)	606
Relig: Non-Evang. Catholics	76% (477)	15% (96)	3% (17)	1% (6)	5% (34)	630
Relig: All Christian	75% (925)	16% (200)	2% (28)	1% (10)	6% (73)	1235
Relig: All Non-Christian	66% (626)	18% (174)	3% (30)	3% (24)	9% (89)	943
Community: Urban	66% (412)	23% (141)	3% (18)	2% (10)	7% (44)	624
Community: Suburban	73% (736)	17% (169)	2% (21)	1% (11)	7% (70)	1007
Community: Rural	74% (406)	12% (64)	3% (18)	2% (13)	9% (49)	550
Employ: Private Sector	74% (549)	20% (152)	2% (17)	1% (7)	2% (15)	740
Employ: Government	72% (94)	16% (21)	6% (8)	5% (7)	— (0)	130
Employ: Self-Employed	61% (110)	22% (40)	7% (12)	2% (4)	7% (12)	178
Employ: Homemaker	71% (151)	12% (25)	1% (2)	1% (2)	15% (33)	213
Employ: Student	56% (33)	25% (15)	4% (3)	4% (2)	11% (6)	59
Employ: Retired	73% (350)	13% (62)	2% (10)	1% (5)	11% (55)	482
Employ: Unemployed	74% (179)	15% (37)	1% (3)	1% (4)	8% (20)	243
Employ: Other	63% (86)	16% (22)	1% (2)	3% (4)	17% (23)	136
Job Type: White-collar	72% (578)	20% (158)	3% (23)	2% (13)	4% (29)	802
Job Type: Blue-collar	74% (691)	16% (151)	3% (28)	1% (12)	6% (54)	936
Job Type: Don't Know	64% (284)	15% (65)	1% (6)	2% (9)	18% (80)	444
Military HH: Yes	78% (290)	13% (47)	2% (7)	2% (8)	5% (19)	371
Military HH: No	70% (1263)	18% (327)	3% (50)	1% (26)	8% (145)	1811

Continued on next page

**Table BRD2\_7: How important are each of the following factors when considering working for a company?**  
**Job Stability**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	71% (1553)	17% (374)	3% (57)	2% (34)	7% (163)	2182
2016 Vote: Democrat Hillary Clinton	73% (566)	19% (144)	3% (22)	1% (6)	5% (37)	776
2016 Vote: Republican Donald Trump	75% (606)	17% (139)	2% (16)	1% (9)	5% (40)	809
2016 Vote: Someone else	68% (112)	19% (32)	1% (1)	3% (5)	9% (16)	166
2012 Vote: Barack Obama	73% (679)	19% (181)	2% (21)	1% (6)	5% (44)	931
2012 Vote: Mitt Romney	77% (477)	14% (86)	1% (8)	2% (10)	6% (38)	618
2012 Vote: Other	60% (45)	28% (21)	1% (1)	5% (4)	6% (4)	74
2012 Vote: Didn't Vote	63% (348)	16% (87)	5% (28)	3% (14)	14% (77)	555
4-Region: Northeast	72% (288)	15% (60)	4% (14)	1% (5)	8% (31)	398
4-Region: Midwest	73% (342)	17% (79)	2% (11)	2% (9)	6% (30)	470
4-Region: South	73% (588)	16% (129)	2% (20)	1% (8)	8% (61)	808
4-Region: West	66% (335)	21% (106)	2% (12)	2% (11)	8% (41)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_8: How important are each of the following factors when considering working for a company?**  
*Company's reputation*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	52%	(1144)	31%	(683)	6%	(128)	2%	(55)	8%	(173)	2182
Gender: Male	48%	(504)	34%	(355)	7%	(68)	4%	(37)	8%	(86)	1050
Gender: Female	57%	(640)	29%	(328)	5%	(60)	2%	(17)	8%	(87)	1132
Age: 18-29	51%	(236)	25%	(119)	10%	(46)	4%	(17)	10%	(49)	467
Age: 30-44	50%	(280)	36%	(202)	6%	(31)	3%	(19)	5%	(27)	559
Age: 45-54	52%	(182)	32%	(114)	5%	(19)	2%	(7)	9%	(32)	353
Age: 55-64	57%	(235)	29%	(120)	5%	(18)	2%	(6)	7%	(29)	408
Age: 65+	53%	(210)	33%	(128)	4%	(14)	1%	(6)	9%	(36)	394
PID: Dem (no lean)	57%	(416)	30%	(223)	6%	(44)	2%	(16)	4%	(32)	731
PID: Ind (no lean)	44%	(324)	33%	(241)	8%	(56)	2%	(17)	13%	(91)	729
PID: Rep (no lean)	56%	(403)	30%	(220)	4%	(28)	3%	(22)	7%	(49)	722
PID/Gender: Dem Men	53%	(178)	35%	(119)	5%	(18)	3%	(10)	4%	(13)	338
PID/Gender: Dem Women	61%	(238)	26%	(104)	7%	(26)	1%	(6)	5%	(19)	392
PID/Gender: Ind Men	40%	(147)	34%	(122)	9%	(33)	4%	(13)	13%	(48)	363
PID/Gender: Ind Women	48%	(178)	32%	(119)	6%	(23)	1%	(4)	12%	(43)	366
PID/Gender: Rep Men	51%	(179)	33%	(114)	5%	(17)	4%	(14)	7%	(25)	349
PID/Gender: Rep Women	60%	(224)	28%	(105)	3%	(11)	2%	(8)	7%	(25)	373
Tea Party: Supporter	56%	(370)	32%	(213)	6%	(38)	2%	(16)	4%	(24)	661
Tea Party: Not Supporter	51%	(769)	31%	(469)	6%	(90)	3%	(38)	10%	(145)	1511
Ideo: Liberal (1-3)	51%	(354)	33%	(229)	7%	(50)	3%	(19)	6%	(43)	695
Ideo: Moderate (4)	53%	(290)	33%	(179)	6%	(35)	1%	(7)	6%	(35)	546
Ideo: Conservative (5-7)	55%	(405)	32%	(232)	4%	(31)	3%	(21)	6%	(45)	733
Educ: < College	53%	(816)	29%	(455)	6%	(93)	3%	(44)	9%	(145)	1553
Educ: Bachelors degree	53%	(220)	36%	(147)	4%	(18)	2%	(7)	5%	(20)	412
Educ: Post-grad	49%	(107)	37%	(81)	8%	(18)	1%	(3)	4%	(8)	217
Income: Under 50k	53%	(684)	30%	(387)	6%	(75)	3%	(41)	9%	(115)	1301
Income: 50k-100k	54%	(349)	32%	(203)	7%	(42)	1%	(9)	6%	(40)	644
Income: 100k+	47%	(111)	39%	(93)	5%	(12)	2%	(4)	7%	(18)	237

Continued on next page

**Table BRD2\_8:** How important are each of the following factors when considering working for a company?  
 Company's reputation

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	52% (1144)	31% (683)	6% (128)	2% (55)	8% (173)	2182
Ethnicity: White	52% (905)	33% (572)	6% (97)	2% (38)	7% (124)	1735
Ethnicity: Hispanic	53% (173)	24% (79)	10% (33)	5% (17)	8% (25)	327
Ethnicity: Afr. Am.	58% (154)	26% (70)	4% (10)	3% (8)	9% (25)	266
Ethnicity: Other	47% (85)	23% (41)	12% (22)	5% (8)	13% (24)	180
Relig: Protestant	57% (324)	33% (189)	4% (21)	2% (10)	5% (30)	573
Relig: Roman Catholic	55% (259)	31% (145)	7% (31)	2% (12)	5% (23)	469
Relig: Ath./Agn./None	43% (275)	32% (203)	8% (52)	4% (28)	12% (77)	635
Relig: Something Else	53% (164)	33% (103)	7% (20)	1% (5)	6% (17)	308
Relig: Jewish	53% (27)	38% (19)	1% (1)	— (0)	8% (4)	51
Relig: Evangelical	62% (373)	26% (156)	4% (27)	1% (7)	7% (43)	606
Relig: Non-Evang. Catholics	52% (330)	35% (221)	5% (29)	2% (16)	5% (35)	630
Relig: All Christian	57% (703)	31% (377)	5% (56)	2% (22)	6% (77)	1235
Relig: All Non-Christian	47% (439)	32% (305)	8% (73)	3% (32)	10% (94)	943
Community: Urban	50% (312)	32% (197)	8% (51)	3% (18)	7% (46)	624
Community: Suburban	53% (535)	33% (330)	5% (47)	2% (25)	7% (70)	1007
Community: Rural	54% (297)	28% (156)	5% (30)	2% (11)	10% (57)	550
Employ: Private Sector	54% (400)	34% (252)	7% (50)	2% (14)	3% (22)	740
Employ: Government	62% (81)	24% (31)	11% (14)	3% (4)	— (0)	130
Employ: Self-Employed	49% (87)	31% (55)	6% (11)	7% (13)	7% (13)	178
Employ: Homemaker	52% (110)	25% (54)	6% (13)	2% (4)	15% (32)	213
Employ: Student	34% (20)	37% (22)	14% (8)	4% (2)	12% (7)	59
Employ: Retired	51% (246)	33% (158)	4% (17)	2% (7)	11% (54)	482
Employ: Unemployed	54% (130)	29% (70)	4% (11)	4% (9)	9% (22)	243
Employ: Other	50% (69)	30% (41)	2% (3)	1% (1)	16% (22)	136
Job Type: White-collar	54% (432)	35% (283)	6% (47)	1% (12)	3% (28)	802
Job Type: Blue-collar	51% (479)	33% (310)	6% (58)	3% (25)	7% (64)	936
Job Type: Don't Know	52% (233)	20% (90)	5% (24)	4% (18)	18% (80)	444
Military HH: Yes	54% (201)	32% (118)	6% (22)	3% (11)	5% (18)	371
Military HH: No	52% (942)	31% (565)	6% (106)	2% (43)	9% (155)	1811

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**Table BRD2\_8: How important are each of the following factors when considering working for a company?**  
*Company's reputation*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	52% (1144)	31% (683)	6% (128)	2% (55)	8% (173)	2182
2016 Vote: Democrat Hillary Clinton	54% (421)	34% (265)	5% (38)	1% (11)	5% (41)	776
2016 Vote: Republican Donald Trump	57% (464)	30% (241)	5% (42)	2% (19)	5% (44)	809
2016 Vote: Someone else	43% (71)	31% (52)	10% (17)	5% (8)	11% (19)	166
2012 Vote: Barack Obama	56% (520)	32% (299)	5% (51)	1% (12)	5% (49)	931
2012 Vote: Mitt Romney	57% (353)	31% (189)	4% (24)	2% (11)	7% (41)	618
2012 Vote: Other	37% (27)	41% (30)	13% (10)	4% (3)	6% (4)	74
2012 Vote: Didn't Vote	43% (239)	30% (165)	8% (44)	5% (29)	14% (79)	555
4-Region: Northeast	50% (201)	32% (126)	7% (26)	3% (10)	9% (35)	398
4-Region: Midwest	53% (247)	33% (155)	5% (24)	2% (11)	7% (32)	470
4-Region: South	55% (441)	29% (237)	6% (50)	2% (18)	8% (62)	808
4-Region: West	50% (254)	33% (166)	5% (27)	3% (16)	9% (44)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_9: How important are each of the following factors when considering working for a company?**  
*Maternity/Paternity policy*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	37%	(816)	25%	(542)	15%	(317)	13%	(278)	10%	(229)	2182
Gender: Male	30%	(316)	27%	(282)	18%	(193)	13%	(141)	11%	(119)	1050
Gender: Female	44%	(500)	23%	(260)	11%	(123)	12%	(137)	10%	(110)	1132
Age: 18-29	43%	(202)	28%	(129)	13%	(60)	5%	(22)	12%	(54)	467
Age: 30-44	45%	(250)	28%	(155)	12%	(69)	9%	(53)	6%	(32)	559
Age: 45-54	34%	(121)	21%	(74)	14%	(51)	17%	(62)	13%	(45)	353
Age: 55-64	34%	(141)	20%	(83)	15%	(63)	19%	(79)	10%	(43)	408
Age: 65+	26%	(103)	26%	(101)	18%	(73)	16%	(63)	14%	(55)	394
PID: Dem (no lean)	45%	(332)	26%	(193)	12%	(88)	9%	(67)	7%	(50)	731
PID: Ind (no lean)	31%	(224)	23%	(170)	16%	(114)	16%	(120)	14%	(102)	729
PID: Rep (no lean)	36%	(260)	25%	(179)	16%	(114)	13%	(91)	11%	(77)	722
PID/Gender: Dem Men	41%	(139)	31%	(104)	14%	(47)	7%	(25)	7%	(24)	338
PID/Gender: Dem Women	49%	(193)	23%	(90)	11%	(41)	11%	(42)	7%	(26)	392
PID/Gender: Ind Men	22%	(81)	23%	(85)	20%	(74)	19%	(69)	15%	(55)	363
PID/Gender: Ind Women	39%	(143)	23%	(85)	11%	(40)	14%	(51)	13%	(47)	366
PID/Gender: Rep Men	28%	(96)	27%	(93)	21%	(73)	14%	(47)	11%	(40)	349
PID/Gender: Rep Women	44%	(164)	23%	(86)	11%	(42)	12%	(44)	10%	(37)	373
Tea Party: Supporter	43%	(285)	27%	(179)	16%	(103)	9%	(62)	5%	(32)	661
Tea Party: Not Supporter	35%	(529)	24%	(361)	14%	(213)	14%	(216)	13%	(192)	1511
Ideo: Liberal (1-3)	43%	(298)	25%	(176)	13%	(91)	10%	(68)	9%	(61)	695
Ideo: Moderate (4)	40%	(221)	27%	(146)	14%	(79)	11%	(58)	8%	(42)	546
Ideo: Conservative (5-7)	31%	(225)	26%	(188)	17%	(128)	16%	(121)	10%	(72)	733
Educ: < College	40%	(625)	23%	(362)	13%	(201)	11%	(177)	12%	(188)	1553
Educ: Bachelors degree	31%	(127)	29%	(121)	18%	(73)	15%	(61)	7%	(29)	412
Educ: Post-grad	30%	(64)	27%	(58)	20%	(43)	18%	(40)	5%	(12)	217
Income: Under 50k	41%	(537)	23%	(300)	13%	(167)	12%	(150)	11%	(146)	1301
Income: 50k-100k	33%	(210)	28%	(177)	16%	(105)	13%	(84)	10%	(67)	644
Income: 100k+	29%	(69)	27%	(64)	18%	(44)	19%	(44)	7%	(16)	237

Continued on next page

**Table BRD2\_9: How important are each of the following factors when considering working for a company?**  
*Maternity/Paternity policy*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	37% (816)	25% (542)	15% (317)	13% (278)	10% (229)	2182
Ethnicity: White	34% (597)	26% (448)	15% (266)	14% (246)	10% (179)	1735
Ethnicity: Hispanic	52% (170)	24% (79)	9% (29)	7% (23)	8% (25)	327
Ethnicity: Afr. Am.	52% (139)	19% (51)	10% (28)	8% (21)	11% (29)	266
Ethnicity: Other	45% (81)	24% (43)	13% (23)	6% (12)	12% (21)	180
Relig: Protestant	32% (184)	26% (148)	17% (96)	15% (88)	10% (56)	573
Relig: Roman Catholic	42% (196)	25% (118)	12% (57)	13% (59)	8% (38)	469
Relig: Ath./Agn./None	33% (213)	24% (153)	16% (101)	13% (85)	13% (84)	635
Relig: Something Else	40% (124)	27% (83)	13% (40)	11% (35)	9% (27)	308
Relig: Jewish	28% (14)	33% (17)	13% (7)	15% (7)	11% (6)	51
Relig: Evangelical	44% (268)	23% (137)	14% (84)	10% (61)	9% (56)	606
Relig: Non-Evang. Catholics	34% (211)	27% (169)	15% (92)	15% (97)	10% (61)	630
Relig: All Christian	39% (479)	25% (305)	14% (176)	13% (158)	10% (118)	1235
Relig: All Non-Christian	36% (336)	25% (236)	15% (141)	13% (120)	12% (110)	943
Community: Urban	40% (252)	27% (170)	11% (70)	10% (61)	11% (71)	624
Community: Suburban	36% (359)	26% (261)	15% (148)	15% (148)	9% (91)	1007
Community: Rural	37% (205)	20% (110)	18% (99)	13% (69)	12% (67)	550
Employ: Private Sector	36% (264)	28% (206)	17% (128)	14% (101)	5% (40)	740
Employ: Government	54% (70)	23% (30)	10% (13)	11% (15)	2% (3)	130
Employ: Self-Employed	39% (69)	24% (42)	13% (23)	17% (30)	8% (14)	178
Employ: Homemaker	45% (95)	22% (47)	10% (22)	8% (17)	15% (32)	213
Employ: Student	40% (24)	25% (15)	15% (9)	5% (3)	15% (9)	59
Employ: Retired	28% (133)	26% (124)	17% (82)	14% (68)	16% (76)	482
Employ: Unemployed	41% (100)	25% (60)	9% (21)	14% (33)	12% (28)	243
Employ: Other	44% (60)	13% (18)	14% (19)	9% (13)	20% (27)	136
Job Type: White-collar	34% (272)	30% (241)	16% (131)	13% (107)	6% (50)	802
Job Type: Blue-collar	36% (341)	24% (223)	15% (142)	14% (134)	10% (96)	936
Job Type: Don't Know	46% (203)	17% (78)	10% (43)	8% (37)	19% (84)	444
Military HH: Yes	36% (134)	25% (91)	16% (60)	15% (55)	8% (30)	371
Military HH: No	38% (682)	25% (450)	14% (256)	12% (224)	11% (199)	1811

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**Table BRD2\_9:** How important are each of the following factors when considering working for a company?  
 Maternity/Paternity policy

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	37% (816)	25% (542)	15% (317)	13% (278)	10% (229)	2182
2016 Vote: Democrat Hillary Clinton	42% (329)	27% (206)	13% (103)	10% (79)	8% (59)	776
2016 Vote: Republican Donald Trump	36% (291)	25% (198)	17% (136)	14% (111)	9% (73)	809
2016 Vote: Someone else	31% (51)	26% (42)	15% (24)	16% (27)	13% (21)	166
2012 Vote: Barack Obama	44% (411)	25% (236)	13% (121)	11% (98)	7% (65)	931
2012 Vote: Mitt Romney	31% (194)	23% (141)	17% (107)	18% (110)	10% (65)	618
2012 Vote: Other	20% (15)	35% (26)	20% (15)	12% (9)	13% (10)	74
2012 Vote: Didn't Vote	35% (192)	25% (139)	13% (73)	11% (61)	16% (90)	555
4-Region: Northeast	35% (141)	25% (98)	16% (62)	13% (53)	11% (44)	398
4-Region: Midwest	36% (171)	24% (114)	14% (67)	15% (69)	10% (49)	470
4-Region: South	42% (338)	23% (187)	14% (115)	11% (89)	10% (78)	808
4-Region: West	33% (166)	28% (143)	14% (73)	13% (67)	11% (57)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_10: How important are each of the following factors when considering working for a company?**

*Location / Proximity to where you live*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
Gender: Male	49% (519)	35% (369)	6% (60)	1% (14)	8% (89)	1050
Gender: Female	60% (681)	25% (288)	5% (60)	2% (17)	8% (86)	1132
Age: 18-29	50% (231)	31% (145)	6% (30)	2% (11)	11% (51)	467
Age: 30-44	56% (311)	34% (191)	4% (22)	1% (6)	5% (29)	559
Age: 45-54	59% (207)	27% (97)	5% (19)	1% (3)	8% (27)	353
Age: 55-64	61% (249)	27% (109)	4% (16)	1% (5)	7% (30)	408
Age: 65+	51% (202)	29% (116)	8% (32)	2% (7)	9% (37)	394
PID: Dem (no lean)	57% (420)	31% (225)	6% (43)	1% (8)	5% (34)	731
PID: Ind (no lean)	53% (387)	29% (214)	4% (29)	1% (9)	12% (90)	729
PID: Rep (no lean)	54% (393)	30% (218)	6% (47)	2% (14)	7% (50)	722
PID/Gender: Dem Men	54% (182)	36% (121)	5% (19)	— (1)	5% (16)	338
PID/Gender: Dem Women	61% (238)	27% (105)	6% (25)	2% (7)	4% (18)	392
PID/Gender: Ind Men	47% (172)	34% (122)	5% (18)	1% (4)	13% (47)	363
PID/Gender: Ind Women	59% (215)	25% (91)	3% (11)	1% (5)	12% (44)	366
PID/Gender: Rep Men	47% (165)	36% (126)	7% (23)	2% (8)	7% (26)	349
PID/Gender: Rep Women	61% (228)	25% (92)	6% (24)	1% (5)	7% (24)	373
Tea Party: Supporter	59% (388)	30% (201)	6% (42)	2% (11)	3% (19)	661
Tea Party: Not Supporter	53% (808)	30% (455)	5% (77)	1% (20)	10% (151)	1511
Ideo: Liberal (1-3)	55% (379)	32% (221)	6% (38)	2% (11)	6% (45)	695
Ideo: Moderate (4)	58% (316)	29% (159)	5% (25)	1% (7)	7% (41)	546
Ideo: Conservative (5-7)	54% (394)	33% (241)	6% (46)	2% (11)	5% (40)	733
Educ: < College	56% (871)	27% (424)	6% (88)	2% (24)	9% (146)	1553
Educ: Bachelors degree	52% (215)	37% (154)	4% (17)	1% (5)	5% (20)	412
Educ: Post-grad	52% (113)	36% (78)	7% (15)	1% (2)	4% (8)	217
Income: Under 50k	55% (721)	29% (371)	6% (76)	1% (19)	9% (114)	1301
Income: 50k-100k	55% (354)	32% (204)	5% (35)	2% (10)	6% (40)	644
Income: 100k+	53% (125)	35% (82)	3% (8)	1% (2)	9% (20)	237

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**Table BRD2\_10: How important are each of the following factors when considering working for a company?**  
 Location / Proximity to where you live

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
Ethnicity: White	55% (958)	31% (538)	5% (89)	1% (24)	7% (126)	1735
Ethnicity: Hispanic	53% (173)	34% (111)	6% (18)	1% (3)	6% (21)	327
Ethnicity: Afr. Am.	58% (153)	26% (69)	5% (12)	2% (4)	10% (27)	266
Ethnicity: Other	49% (89)	28% (50)	10% (17)	1% (2)	12% (22)	180
Relig: Protestant	57% (328)	30% (172)	6% (36)	1% (4)	6% (33)	573
Relig: Roman Catholic	55% (259)	35% (163)	5% (25)	2% (7)	3% (16)	469
Relig: Ath./Agn./None	51% (325)	29% (184)	5% (34)	2% (13)	12% (79)	635
Relig: Something Else	55% (170)	31% (94)	5% (15)	1% (4)	8% (24)	308
Relig: Jewish	64% (32)	25% (13)	4% (2)	— (0)	8% (4)	51
Relig: Evangelical	60% (364)	28% (168)	5% (29)	1% (6)	6% (38)	606
Relig: Non-Evang. Catholics	54% (339)	33% (210)	6% (41)	1% (8)	5% (32)	630
Relig: All Christian	57% (703)	31% (379)	6% (70)	1% (14)	6% (70)	1235
Relig: All Non-Christian	53% (495)	29% (278)	5% (49)	2% (17)	11% (103)	943
Community: Urban	52% (323)	33% (205)	7% (42)	— (3)	8% (51)	624
Community: Suburban	56% (559)	31% (308)	5% (54)	2% (17)	7% (69)	1007
Community: Rural	58% (318)	26% (144)	4% (23)	2% (11)	10% (55)	550
Employ: Private Sector	57% (425)	35% (256)	4% (33)	1% (4)	3% (22)	740
Employ: Government	53% (69)	36% (47)	9% (12)	1% (1)	1% (1)	130
Employ: Self-Employed	52% (92)	32% (57)	8% (14)	2% (4)	7% (12)	178
Employ: Homemaker	55% (117)	26% (54)	5% (10)	1% (3)	13% (28)	213
Employ: Student	55% (32)	14% (8)	16% (9)	2% (1)	13% (8)	59
Employ: Retired	51% (247)	28% (137)	7% (35)	1% (5)	12% (58)	482
Employ: Unemployed	62% (151)	23% (56)	2% (5)	5% (11)	8% (20)	243
Employ: Other	48% (66)	31% (42)	2% (2)	1% (1)	18% (25)	136
Job Type: White-collar	57% (457)	33% (263)	6% (48)	1% (5)	4% (29)	802
Job Type: Blue-collar	55% (517)	31% (290)	5% (51)	1% (13)	7% (65)	936
Job Type: Don't Know	51% (226)	23% (104)	4% (20)	3% (14)	18% (81)	444
Military HH: Yes	57% (210)	26% (96)	10% (39)	1% (5)	6% (21)	371
Military HH: No	55% (990)	31% (561)	4% (81)	1% (26)	9% (154)	1811

Continued on next page

**Table BRD2\_10:** How important are each of the following factors when considering working for a company?

Location / Proximity to where you live

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	55% (1200)	30% (657)	5% (119)	1% (31)	8% (175)	2182
2016 Vote: Democrat Hillary Clinton	58% (446)	31% (240)	5% (39)	1% (7)	6% (43)	776
2016 Vote: Republican Donald Trump	57% (459)	32% (255)	5% (42)	1% (10)	5% (43)	809
2016 Vote: Someone else	51% (84)	29% (48)	5% (9)	3% (5)	13% (21)	166
2012 Vote: Barack Obama	59% (551)	29% (272)	6% (51)	1% (8)	5% (48)	931
2012 Vote: Mitt Romney	57% (351)	31% (192)	4% (26)	1% (8)	7% (41)	618
2012 Vote: Other	45% (33)	32% (24)	14% (11)	1% (1)	8% (6)	74
2012 Vote: Didn't Vote	47% (260)	31% (170)	6% (31)	2% (14)	14% (80)	555
4-Region: Northeast	51% (203)	32% (127)	5% (20)	2% (7)	10% (41)	398
4-Region: Midwest	51% (242)	33% (153)	7% (33)	2% (10)	7% (32)	470
4-Region: South	58% (470)	28% (229)	5% (38)	1% (10)	7% (60)	808
4-Region: West	56% (285)	29% (148)	6% (28)	1% (4)	8% (41)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3:** Besides salary/pay, which of the following factors is most important when considering whether you want to work for a company or not?

Demographic	Vacation Policy	Benefits Insurance, 401K, etc.)	Opportunities advancement	Office Culture	Doing Something Rewarding/Opportunities to give back	Job Stability	Company's reputation	Maternity/Paternity policy	Location / Proximity where you live		Other (please specify)	Don't Know / No Opinion	Total N
Adults	3% (58)	30% (651)	8% (181)	3% (67)	7% (150)	24% (530)	5% (113)	1% (24)	8% (176)	1% (31)	9% (200)	2182	
Gender: Male	3% (29)	25% (264)	11% (119)	4% (37)	7% (69)	25% (264)	6% (60)	1% (5)	9% (93)	1% (10)	9% (99)	1050	
Gender: Female	3% (30)	34% (387)	5% (62)	3% (29)	7% (81)	24% (266)	5% (52)	2% (19)	7% (84)	2% (20)	9% (101)	1132	
Age: 18-29	4% (19)	21% (98)	12% (57)	5% (23)	10% (48)	22% (105)	6% (26)	1% (4)	8% (35)	1% (4)	10% (49)	467	
Age: 30-44	5% (26)	28% (155)	9% (51)	3% (19)	6% (31)	26% (148)	5% (29)	3% (15)	9% (48)	1% (4)	6% (34)	559	
Age: 45-54	2% (6)	34% (121)	6% (21)	1% (4)	5% (19)	25% (87)	3% (10)	— (1)	11% (39)	1% (4)	12% (42)	353	
Age: 55-64	1% (4)	38% (156)	3% (14)	2% (9)	6% (26)	25% (102)	6% (25)	— (1)	8% (33)	1% (3)	9% (37)	408	
Age: 65+	1% (4)	31% (121)	10% (39)	3% (12)	7% (27)	23% (90)	6% (22)	1% (3)	5% (22)	4% (16)	10% (39)	394	
PID: Dem (no lean)	3% (19)	33% (243)	8% (61)	4% (26)	9% (66)	21% (150)	6% (45)	1% (9)	7% (54)	1% (9)	7% (48)	731	
PID: Ind (no lean)	3% (19)	28% (201)	7% (55)	3% (22)	6% (46)	24% (176)	4% (28)	1% (7)	10% (71)	1% (10)	13% (95)	729	
PID: Rep (no lean)	3% (21)	29% (207)	9% (65)	3% (19)	5% (39)	28% (204)	5% (39)	1% (8)	7% (52)	2% (11)	8% (57)	722	
PID/Gender: Dem Men	4% (13)	31% (105)	11% (37)	5% (17)	7% (25)	21% (70)	5% (18)	1% (4)	8% (27)	2% (5)	5% (18)	338	
PID/Gender: Dem Women	2% (6)	35% (139)	6% (25)	2% (8)	10% (41)	20% (80)	7% (27)	2% (6)	7% (27)	1% (4)	8% (30)	392	
PID/Gender: Ind Men	2% (6)	21% (75)	10% (38)	3% (12)	6% (21)	28% (101)	5% (19)	— (0)	10% (35)	1% (2)	15% (55)	363	
PID/Gender: Ind Women	4% (13)	34% (126)	5% (17)	3% (10)	7% (25)	20% (75)	3% (10)	2% (7)	10% (36)	2% (8)	11% (40)	366	
PID/Gender: Rep Men	3% (10)	24% (84)	13% (45)	2% (8)	7% (24)	27% (94)	7% (23)	1% (2)	9% (31)	1% (2)	7% (26)	349	
PID/Gender: Rep Women	3% (11)	33% (122)	6% (21)	3% (11)	4% (15)	30% (111)	4% (16)	2% (6)	6% (21)	2% (8)	8% (31)	373	
Tea Party: Supporter	4% (27)	26% (172)	9% (62)	4% (28)	6% (39)	26% (173)	8% (50)	1% (9)	9% (59)	1% (6)	5% (35)	661	
Tea Party: Not Supporter	2% (32)	32% (477)	8% (119)	3% (38)	7% (111)	24% (356)	4% (62)	1% (15)	8% (117)	2% (24)	11% (161)	1511	
Ideo: Liberal (1-3)	3% (23)	28% (194)	10% (73)	5% (34)	10% (66)	20% (137)	7% (48)	1% (10)	9% (60)	1% (8)	6% (41)	695	
Ideo: Moderate (4)	3% (16)	31% (167)	7% (38)	2% (12)	7% (39)	28% (152)	4% (21)	1% (7)	7% (36)	1% (5)	10% (52)	546	
Ideo: Conservative (5-7)	3% (19)	31% (225)	8% (61)	2% (17)	6% (41)	27% (199)	4% (31)	1% (6)	10% (74)	2% (12)	7% (48)	733	
Educ: < College	2% (38)	31% (477)	7% (111)	2% (28)	6% (86)	25% (391)	5% (85)	1% (20)	8% (131)	1% (20)	11% (166)	1553	
Educ: Bachelors degree	3% (12)	29% (120)	11% (44)	5% (22)	9% (36)	24% (100)	3% (14)	— (1)	9% (35)	2% (7)	5% (21)	412	
Educ: Post-grad	4% (8)	25% (54)	12% (26)	8% (17)	13% (29)	18% (39)	7% (14)	1% (3)	5% (10)	2% (4)	6% (13)	217	
Income: Under 50k	3% (33)	30% (396)	7% (92)	2% (31)	6% (83)	24% (313)	5% (68)	1% (17)	9% (114)	1% (17)	11% (137)	1301	
Income: 50k-100k	3% (18)	29% (188)	10% (64)	3% (21)	7% (43)	26% (166)	4% (29)	1% (6)	8% (53)	2% (12)	7% (45)	644	
Income: 100k+	3% (7)	28% (67)	11% (26)	6% (15)	10% (24)	21% (51)	7% (16)	1% (1)	4% (10)	1% (2)	8% (18)	237	
Ethnicity: White	2% (39)	30% (527)	8% (137)	3% (53)	7% (122)	26% (445)	4% (74)	1% (15)	8% (139)	2% (28)	9% (159)	1735	
Ethnicity: Hispanic	5% (16)	27% (87)	12% (40)	4% (14)	6% (19)	20% (66)	7% (22)	1% (4)	8% (25)	— (0)	10% (33)	327	
Ethnicity: Afr. Am.	3% (9)	33% (88)	8% (23)	2% (5)	8% (22)	15% (40)	11% (29)	3% (8)	8% (20)	1% (3)	7% (20)	266	
Ethnicity: Other	6% (11)	20% (36)	12% (22)	5% (9)	4% (6)	25% (46)	5% (10)	1% (2)	10% (17)	— (0)	12% (21)	180	
Relig: Protestant	2% (9)	31% (178)	8% (46)	3% (15)	8% (47)	26% (149)	5% (27)	— (2)	9% (53)	2% (9)	7% (38)	573	
Relig: Roman Catholic	4% (21)	31% (145)	9% (44)	4% (17)	7% (35)	25% (118)	6% (28)	1% (3)	7% (31)	1% (6)	5% (23)	469	
Relig: Ath./Agn./None	2% (15)	28% (178)	8% (53)	3% (20)	5% (31)	23% (146)	4% (26)	1% (6)	8% (53)	2% (10)	15% (96)	635	
Relig: Something Else	4% (12)	25% (78)	9% (29)	5% (14)	8% (23)	22% (69)	7% (21)	2% (6)	11% (33)	1% (4)	6% (19)	308	
Relig: Jewish	4% (2)	19% (10)	11% (6)	5% (3)	8% (4)	19% (10)	9% (5)	— (0)	10% (5)	1% (1)	13% (7)	51	
Relig: Evangelical	2% (14)	31% (187)	8% (46)	2% (13)	8% (51)	25% (152)	5% (30)	2% (10)	7% (42)	1% (8)	8% (51)	606	
Relig: Non-Evang. Catholics	3% (17)	33% (206)	8% (53)	3% (19)	7% (45)	26% (163)	6% (35)	— (2)	8% (47)	2% (10)	5% (32)	630	

Continued on next page

**Table BRD3: Besides salary/pay, which of the following factors is most important when considering whether you want to work for a company or not?**

Demographic	Vacation Policy	Benefits (Health/Dental Insurance, 401K, etc.)	Opportunities for career advancement	Office Culture	Doing Something Rewarding/Opportunities to give back	Job Stability	Company's reputation	Maternity/Paternity policy	Location / Proximity where you live	Other (please specify)	Don't Know / No Opinion	Total N
Adults	3% (58)	30% (651)	8% (181)	3% (67)	7% (150)	24% (530)	5% (113)	1% (24)	8% (176)	1% (31)	9% (200)	2182
Relig: All Christian	3% (32)	32% (394)	8% (99)	3% (33)	8% (96)	26% (315)	5% (66)	1% (12)	7% (89)	1% (17)	7% (83)	1235
Relig: All Non-Christian	3% (27)	27% (256)	9% (82)	4% (34)	6% (55)	23% (215)	5% (47)	1% (12)	9% (87)	1% (13)	12% (116)	943
Community: Urban	3% (21)	28% (176)	10% (64)	4% (23)	6% (38)	22% (138)	7% (41)	2% (14)	8% (52)	1% (4)	8% (53)	624
Community: Suburban	3% (28)	31% (309)	9% (88)	3% (32)	8% (84)	24% (238)	5% (48)	— (3)	7% (69)	2% (20)	9% (88)	1007
Community: Rural	2% (9)	30% (166)	5% (29)	2% (11)	5% (29)	28% (154)	4% (24)	1% (7)	10% (56)	1% (7)	11% (59)	550
Employ: Private Sector	2% (16)	30% (225)	9% (70)	4% (31)	7% (55)	27% (198)	4% (33)	1% (4)	10% (74)	1% (7)	4% (28)	740
Employ: Government	6% (8)	30% (40)	12% (15)	4% (5)	10% (13)	24% (31)	9% (11)	— (0)	3% (3)	1% (2)	1% (2)	130
Employ: Self-Employed	6% (11)	23% (41)	7% (12)	4% (6)	13% (23)	24% (42)	6% (11)	— (0)	9% (17)	2% (3)	8% (14)	178
Employ: Homemaker	3% (7)	28% (60)	7% (15)	2% (3)	3% (7)	24% (51)	4% (9)	5% (11)	9% (20)	2% (3)	12% (26)	213
Employ: Student	9% (5)	20% (12)	8% (5)	8% (5)	9% (5)	22% (13)	— (0)	2% (1)	10% (6)	— (0)	13% (8)	59
Employ: Retired	1% (7)	32% (153)	8% (38)	2% (8)	6% (30)	24% (114)	6% (28)	1% (4)	5% (24)	3% (13)	13% (62)	482
Employ: Unemployed	1% (2)	31% (76)	8% (20)	2% (6)	4% (10)	20% (50)	5% (11)	2% (4)	11% (28)	— (1)	14% (35)	243
Employ: Other	2% (2)	32% (44)	4% (6)	2% (2)	5% (7)	23% (32)	7% (9)	— (0)	4% (5)	2% (2)	19% (26)	136
Job Type: White-collar	4% (29)	30% (239)	9% (76)	5% (41)	9% (68)	23% (181)	7% (56)	1% (8)	7% (56)	1% (10)	5% (37)	802
Job Type: Blue-collar	2% (20)	31% (291)	8% (73)	2% (17)	6% (56)	27% (255)	5% (45)	1% (5)	10% (96)	1% (12)	7% (65)	936
Job Type: Don't Know	2% (9)	27% (121)	7% (32)	2% (8)	6% (26)	21% (94)	2% (11)	2% (11)	6% (25)	2% (9)	22% (98)	444
Military HH: Yes	4% (13)	30% (113)	11% (40)	3% (10)	6% (21)	22% (82)	7% (28)	1% (2)	10% (36)	2% (6)	6% (21)	371
Military HH: No	2% (45)	30% (538)	8% (141)	3% (57)	7% (130)	25% (449)	5% (85)	1% (22)	8% (140)	1% (25)	10% (180)	1811
2016 Vote: Democrat Hillary Clinton	3% (26)	30% (232)	7% (58)	4% (31)	10% (79)	23% (176)	5% (39)	1% (12)	8% (60)	1% (10)	7% (54)	776
2016 Vote: Republican Donald Trump	2% (18)	30% (243)	9% (75)	3% (25)	6% (51)	28% (227)	5% (41)	1% (8)	8% (64)	1% (12)	6% (45)	809
2016 Vote: Someone else	1% (2)	38% (63)	9% (14)	2% (3)	4% (7)	18% (31)	3% (5)	— (0)	7% (12)	2% (3)	16% (27)	166
2012 Vote: Barack Obama	2% (23)	32% (298)	9% (80)	4% (39)	8% (76)	23% (217)	6% (52)	1% (13)	6% (59)	1% (11)	7% (61)	931
2012 Vote: Mitt Romney	2% (15)	31% (189)	9% (53)	2% (13)	7% (41)	27% (164)	4% (27)	1% (4)	9% (56)	2% (10)	7% (46)	618
2012 Vote: Other	2% (1)	33% (24)	2% (1)	2% (1)	9% (6)	20% (15)	8% (6)	2% (2)	6% (5)	2% (1)	15% (11)	74
2012 Vote: Didn't Vote	3% (19)	25% (139)	8% (47)	2% (14)	5% (27)	24% (135)	5% (27)	1% (6)	9% (52)	1% (8)	15% (82)	555
4-Region: Northeast	3% (11)	26% (104)	8% (32)	4% (17)	7% (29)	28% (110)	5% (18)	1% (3)	7% (29)	1% (3)	10% (41)	398
4-Region: Midwest	2% (9)	34% (159)	9% (40)	2% (10)	7% (31)	24% (113)	4% (21)	1% (4)	8% (39)	2% (10)	7% (34)	470
4-Region: South	2% (19)	30% (246)	9% (73)	3% (23)	6% (52)	26% (206)	4% (36)	2% (15)	7% (53)	1% (11)	9% (74)	808
4-Region: West	4% (20)	28% (141)	7% (36)	3% (17)	8% (39)	20% (101)	7% (37)	1% (3)	11% (55)	1% (7)	10% (51)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4: What was the main reason for leaving your last job?**

Demographic	Salary/Pay	Vacation/Sick Leave Policy	Lack of Benefits (Health/Dental Insurance, 401K, etc.)	Lack of opportunities for career advancement	Office Culture	Didn't feel like I was doing something rewarding or giving back	Lack of Job Stability	Company's reputation	Maternity/Paternity policy	Laid off/Fired	Got another job	My boss
Adults	8% (181)	2% (42)	3% (75)	6% (128)	3% (68)	3% (76)	4% (91)	2% (36)	1% (22)	11% (232)	10% (211)	5% (108)
Gender: Male	10% (105)	2% (17)	4% (37)	7% (70)	3% (36)	5% (50)	4% (43)	2% (22)	— (3)	11% (115)	12% (130)	5% (54)
Gender: Female	7% (76)	2% (25)	3% (38)	5% (58)	3% (32)	2% (26)	4% (49)	1% (14)	2% (19)	10% (117)	7% (81)	5% (54)
Age: 18-29	13% (60)	2% (9)	6% (28)	8% (36)	4% (20)	7% (34)	6% (27)	2% (10)	3% (13)	4% (19)	15% (69)	7% (31)
Age: 30-44	13% (74)	4% (22)	5% (29)	9% (51)	4% (23)	3% (14)	5% (31)	3% (16)	2% (9)	10% (54)	11% (64)	8% (45)
Age: 45-54	7% (24)	2% (7)	1% (5)	6% (23)	4% (14)	4% (14)	7% (23)	1% (3)	— (0)	18% (65)	10% (35)	3% (12)
Age: 55-64	5% (19)	1% (3)	2% (8)	4% (14)	2% (8)	2% (8)	2% (9)	1% (5)	— (1)	16% (65)	7% (30)	3% (12)
Age: 65+	1% (5)	— (1)	1% (6)	1% (4)	1% (3)	1% (5)	— (2)	1% (2)	— (0)	7% (29)	4% (14)	2% (8)
PID: Dem (no lean)	10% (72)	3% (22)	2% (17)	7% (51)	4% (26)	3% (23)	5% (33)	2% (16)	1% (4)	11% (82)	9% (69)	5% (39)
PID: Ind (no lean)	7% (54)	2% (14)	3% (22)	5% (35)	2% (15)	3% (20)	4% (33)	1% (5)	1% (8)	11% (78)	11% (80)	6% (44)
PID: Rep (no lean)	8% (56)	1% (7)	5% (35)	6% (42)	4% (28)	4% (32)	4% (26)	2% (15)	1% (10)	10% (72)	9% (62)	4% (26)
PID/Gender: Dem Men	14% (47)	3% (10)	3% (9)	9% (29)	3% (9)	3% (11)	5% (18)	2% (8)	— (2)	9% (30)	13% (43)	7% (24)
PID/Gender: Dem Women	6% (25)	3% (12)	2% (8)	6% (22)	4% (17)	3% (12)	4% (15)	2% (8)	1% (2)	13% (52)	6% (25)	4% (14)
PID/Gender: Ind Men	7% (27)	1% (5)	3% (10)	6% (20)	2% (9)	4% (14)	4% (14)	1% (3)	— (0)	14% (49)	14% (50)	5% (18)
PID/Gender: Ind Women	7% (27)	2% (9)	3% (13)	4% (15)	2% (6)	2% (7)	5% (19)	1% (2)	2% (8)	8% (29)	8% (30)	7% (26)
PID/Gender: Rep Men	9% (31)	1% (3)	5% (18)	6% (21)	5% (18)	7% (24)	3% (10)	3% (11)	1% (2)	10% (36)	11% (37)	3% (12)
PID/Gender: Rep Women	7% (25)	1% (4)	5% (17)	6% (21)	3% (10)	2% (7)	4% (15)	1% (4)	2% (9)	10% (35)	7% (25)	4% (14)
Tea Party: Supporter	12% (80)	2% (13)	5% (34)	8% (51)	4% (25)	5% (30)	4% (29)	3% (21)	3% (18)	8% (50)	9% (57)	5% (31)
Tea Party: Not Supporter	7% (101)	2% (29)	3% (41)	5% (77)	3% (43)	3% (45)	4% (62)	1% (14)	— (4)	12% (182)	10% (154)	5% (76)
Ideo: Liberal (1-3)	11% (77)	2% (17)	5% (34)	8% (55)	4% (29)	4% (26)	4% (25)	2% (16)	2% (13)	9% (64)	10% (69)	7% (47)
Ideo: Moderate (4)	8% (46)	2% (13)	3% (18)	6% (33)	3% (14)	3% (17)	5% (25)	— (2)	1% (4)	13% (73)	8% (45)	4% (24)
Ideo: Conservative (5-7)	6% (44)	2% (11)	2% (16)	4% (31)	3% (23)	4% (27)	5% (34)	3% (19)	1% (6)	10% (76)	10% (74)	4% (30)
Educ: < College	8% (122)	2% (28)	4% (62)	5% (77)	2% (38)	3% (51)	4% (69)	1% (20)	1% (16)	11% (168)	9% (138)	5% (83)
Educ: Bachelors degree	9% (36)	3% (10)	1% (6)	8% (35)	5% (22)	5% (20)	4% (15)	4% (15)	1% (3)	10% (41)	11% (46)	4% (18)
Educ: Post-grad	11% (23)	2% (4)	3% (7)	7% (16)	3% (8)	2% (5)	3% (7)	1% (2)	1% (3)	10% (22)	12% (27)	3% (7)
Income: Under 50k	8% (102)	3% (33)	3% (38)	6% (73)	3% (40)	3% (43)	5% (64)	1% (18)	1% (10)	11% (142)	9% (116)	5% (66)
Income: 50k-100k	10% (63)	1% (7)	4% (26)	5% (32)	3% (21)	4% (24)	4% (23)	3% (18)	2% (11)	10% (62)	9% (61)	5% (35)
Income: 100k+	7% (16)	1% (2)	4% (10)	9% (22)	3% (7)	4% (9)	2% (4)	1% (1)	— (1)	12% (29)	14% (34)	3% (7)
Ethnicity: White	8% (144)	2% (28)	3% (50)	5% (90)	3% (53)	3% (46)	4% (63)	2% (31)	1% (20)	10% (180)	10% (170)	4% (77)
Ethnicity: Hispanic	8% (25)	5% (15)	4% (13)	8% (25)	4% (12)	7% (23)	7% (23)	3% (11)	3% (9)	8% (27)	13% (43)	8% (27)
Ethnicity: Afr. Am.	11% (28)	2% (6)	5% (12)	7% (17)	4% (11)	5% (14)	8% (20)	2% (5)	— (1)	14% (37)	8% (22)	7% (18)
Ethnicity: Other	5% (9)	4% (8)	7% (13)	11% (20)	2% (4)	9% (16)	4% (8)	— (1)	1% (1)	8% (15)	10% (19)	7% (13)
Relig: Protestant	8% (43)	1% (4)	2% (14)	4% (23)	2% (14)	3% (19)	1% (8)	1% (8)	1% (3)	13% (75)	8% (47)	5% (28)
Relig: Roman Catholic	9% (42)	3% (12)	3% (16)	10% (45)	4% (18)	3% (16)	3% (12)	2% (10)	1% (4)	7% (35)	11% (50)	5% (23)
Relig: Ath./Agn./None	7% (47)	3% (18)	3% (22)	5% (29)	2% (15)	4% (23)	7% (45)	1% (9)	2% (10)	11% (67)	11% (67)	6% (36)
Relig: Something Else	9% (28)	2% (6)	5% (15)	6% (20)	5% (14)	4% (14)	5% (14)	2% (7)	1% (3)	11% (35)	8% (25)	6% (17)

Continued on next page

**Table BRD4: What was the main reason for leaving your last job?**

Demographic	Salary/Pay	Vacation/Sick Leave Policy	Lack of Benefits (Health/Dental Insurance, 401K, etc.)	Lack of opportunities for career advancement	Office Culture	Didn't feel like I was doing something rewarding or giving back	Lack of Job Stability	Company's reputation	Maternity/Paternity policy	Got laid off/Fired	Got another job	My boss
Adults	8% (181)	2% (42)	3% (75)	6% (128)	3% (68)	3% (76)	4% (91)	2% (36)	1% (22)	11% (232)	10% (211)	5% (108)
Relig: Jewish	5% (3)	— (0)	1% (1)	4% (2)	3% (2)	1% (1)	3% (1)	5% (3)	— (0)	18% (9)	6% (3)	1% (1)
Relig: Evangelical	11% (65)	1% (6)	4% (23)	6% (35)	4% (21)	3% (18)	4% (22)	2% (11)	1% (7)	10% (59)	9% (53)	4% (27)
Relig: Non-Evang. Catholics	7% (42)	2% (12)	2% (14)	7% (44)	3% (18)	3% (21)	2% (10)	1% (9)	— (3)	11% (71)	10% (64)	5% (29)
Relig: All Christian	9% (107)	1% (18)	3% (37)	6% (79)	3% (39)	3% (38)	3% (32)	2% (20)	1% (9)	10% (130)	10% (118)	4% (55)
Relig: All Non-Christian	8% (75)	3% (24)	4% (37)	5% (49)	3% (29)	4% (36)	6% (59)	2% (17)	1% (13)	11% (102)	10% (93)	6% (53)
Community: Urban	10% (65)	3% (16)	2% (15)	6% (40)	4% (26)	4% (24)	5% (34)	3% (16)	2% (10)	10% (62)	11% (66)	6% (36)
Community: Suburban	7% (73)	2% (19)	3% (32)	6% (63)	3% (31)	3% (33)	3% (35)	1% (10)	1% (8)	11% (111)	9% (91)	5% (52)
Community: Rural	8% (44)	1% (8)	5% (27)	4% (25)	2% (11)	3% (18)	4% (22)	2% (11)	1% (5)	11% (59)	10% (54)	4% (20)
Employ: Private Sector	14% (106)	2% (14)	4% (28)	9% (65)	4% (33)	4% (28)	5% (35)	4% (27)	2% (11)	11% (85)	15% (113)	6% (47)
Employ: Government	10% (13)	3% (3)	7% (10)	12% (15)	9% (12)	9% (12)	4% (6)	3% (4)	2% (3)	5% (7)	17% (22)	4% (5)
Employ: Self-Employed	8% (14)	2% (4)	2% (3)	10% (17)	4% (8)	5% (10)	5% (8)	1% (2)	1% (1)	17% (30)	15% (26)	8% (14)
Employ: Homemaker	9% (18)	2% (4)	2% (4)	3% (7)	2% (5)	3% (5)	7% (15)	— (0)	2% (5)	7% (15)	5% (10)	3% (7)
Employ: Student	12% (7)	3% (2)	1% (1)	5% (3)	5% (3)	9% (5)	9% (5)	— (0)	1% (1)	2% (1)	11% (7)	16% (9)
Employ: Retired	— (2)	— (1)	— (0)	1% (6)	1% (3)	1% (5)	1% (5)	— (2)	— (0)	6% (31)	1% (6)	2% (10)
Employ: Unemployed	6% (15)	3% (7)	5% (13)	4% (10)	1% (3)	3% (7)	4% (11)	1% (2)	1% (2)	23% (55)	6% (13)	4% (11)
Employ: Other	5% (6)	5% (7)	11% (16)	3% (5)	1% (1)	3% (4)	4% (5)	— (0)	— (0)	6% (9)	10% (13)	4% (5)
Job Type: White-collar	9% (75)	1% (10)	3% (24)	7% (53)	4% (35)	5% (39)	4% (31)	2% (14)	2% (12)	11% (90)	11% (91)	5% (38)
Job Type: Blue-collar	7% (68)	2% (19)	4% (34)	6% (52)	3% (26)	3% (29)	5% (45)	2% (17)	1% (6)	10% (95)	10% (90)	5% (48)
Job Type: Don't Know	9% (38)	3% (13)	4% (17)	5% (22)	2% (7)	2% (7)	3% (15)	1% (5)	1% (4)	11% (48)	7% (30)	5% (22)
Military HH: Yes	7% (26)	2% (6)	2% (8)	4% (15)	4% (14)	4% (14)	4% (13)	2% (6)	2% (7)	8% (29)	10% (38)	3% (13)
Military HH: No	9% (155)	2% (36)	4% (67)	6% (113)	3% (53)	3% (62)	4% (78)	2% (30)	1% (16)	11% (203)	10% (172)	5% (96)
2016 Vote: Democrat Hillary Clinton	9% (73)	2% (15)	3% (21)	7% (54)	4% (31)	4% (28)	4% (28)	2% (14)	1% (7)	12% (90)	10% (74)	6% (46)
2016 Vote: Republican Donald Trump	8% (65)	2% (15)	4% (34)	5% (43)	3% (26)	3% (26)	4% (34)	2% (16)	1% (11)	11% (86)	8% (66)	4% (36)
2016 Vote: Someone else	7% (12)	2% (4)	2% (3)	7% (11)	2% (3)	3% (6)	6% (10)	1% (1)	— (1)	15% (24)	8% (13)	4% (7)
2012 Vote: Barack Obama	9% (81)	2% (20)	4% (35)	6% (60)	4% (37)	3% (30)	4% (41)	2% (16)	1% (12)	11% (107)	9% (86)	5% (46)
2012 Vote: Mitt Romney	7% (45)	1% (6)	4% (22)	6% (34)	3% (16)	3% (20)	2% (14)	2% (14)	1% (4)	10% (62)	8% (52)	4% (26)
2012 Vote: Other	4% (3)	2% (2)	— (0)	3% (2)	1% (1)	5% (4)	8% (6)	1% (1)	1% (1)	18% (13)	6% (5)	7% (6)
2012 Vote: Didn't Vote	9% (52)	3% (15)	3% (18)	6% (32)	3% (14)	3% (17)	6% (31)	1% (5)	1% (6)	9% (50)	12% (68)	6% (31)
4-Region: Northeast	6% (25)	3% (11)	3% (13)	6% (25)	2% (9)	3% (12)	4% (15)	3% (13)	1% (5)	9% (37)	9% (36)	4% (15)
4-Region: Midwest	8% (39)	2% (8)	4% (20)	5% (25)	3% (14)	4% (16)	4% (17)	1% (4)	1% (4)	11% (52)	9% (40)	5% (23)
4-Region: South	10% (84)	2% (13)	2% (20)	6% (48)	2% (20)	3% (23)	4% (35)	2% (16)	1% (8)	11% (85)	10% (79)	7% (56)
4-Region: West	6% (33)	2% (10)	4% (22)	6% (30)	5% (25)	5% (24)	5% (24)	1% (4)	1% (6)	12% (58)	11% (56)	3% (14)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD5:** Do you currently use pop-up or ad blocking software when browsing the internet?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(935)	41%	(885)	17%	(362)	2182
Gender: Male	43%	(455)	43%	(455)	13%	(140)	1050
Gender: Female	42%	(480)	38%	(430)	20%	(222)	1132
Age: 18-29	37%	(173)	46%	(214)	17%	(80)	467
Age: 30-44	45%	(253)	43%	(240)	12%	(65)	559
Age: 45-54	42%	(147)	41%	(144)	18%	(62)	353
Age: 55-64	49%	(200)	34%	(139)	17%	(69)	408
Age: 65+	41%	(161)	38%	(148)	22%	(86)	394
PID: Dem (no lean)	43%	(312)	44%	(320)	13%	(98)	731
PID: Ind (no lean)	43%	(315)	36%	(266)	20%	(149)	729
PID: Rep (no lean)	43%	(308)	42%	(300)	16%	(114)	722
PID/Gender: Dem Men	45%	(151)	47%	(159)	8%	(29)	338
PID/Gender: Dem Women	41%	(161)	41%	(161)	18%	(70)	392
PID/Gender: Ind Men	45%	(162)	38%	(137)	18%	(64)	363
PID/Gender: Ind Women	42%	(153)	35%	(128)	23%	(85)	366
PID/Gender: Rep Men	41%	(142)	46%	(159)	14%	(47)	349
PID/Gender: Rep Women	44%	(165)	38%	(140)	18%	(67)	373
Tea Party: Supporter	52%	(343)	39%	(255)	10%	(63)	661
Tea Party: Not Supporter	39%	(590)	42%	(629)	19%	(293)	1511
Ideo: Liberal (1-3)	43%	(301)	44%	(304)	13%	(90)	695
Ideo: Moderate (4)	46%	(252)	37%	(203)	17%	(91)	546
Ideo: Conservative (5-7)	43%	(318)	41%	(300)	16%	(115)	733
Educ: < College	41%	(636)	41%	(634)	18%	(283)	1553
Educ: Bachelors degree	48%	(199)	39%	(159)	13%	(54)	412
Educ: Post-grad	46%	(100)	42%	(92)	12%	(25)	217
Income: Under 50k	43%	(557)	40%	(522)	17%	(222)	1301
Income: 50k-100k	43%	(277)	41%	(266)	16%	(101)	644
Income: 100k+	42%	(101)	41%	(98)	16%	(38)	237
Ethnicity: White	44%	(755)	41%	(709)	16%	(271)	1735
Ethnicity: Hispanic	43%	(139)	41%	(134)	16%	(54)	327

Continued on next page

**Table BRD5:** Do you currently use pop-up or ad blocking software when browsing the internet?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(935)	41%	(885)	17%	(362)	2182
Ethnicity: Afr. Am.	45%	(120)	37%	(98)	18%	(48)	266
Ethnicity: Other	33%	(60)	43%	(78)	24%	(43)	180
Relig: Protestant	46%	(264)	41%	(232)	13%	(77)	573
Relig: Roman Catholic	42%	(195)	41%	(195)	17%	(80)	469
Relig: Ath./Agn./None	41%	(262)	40%	(255)	19%	(118)	635
Relig: Something Else	43%	(133)	41%	(126)	16%	(49)	308
Relig: Jewish	43%	(22)	35%	(18)	22%	(11)	51
Relig: Evangelical	48%	(288)	36%	(220)	16%	(98)	606
Relig: Non-Evang. Catholics	40%	(251)	45%	(283)	15%	(96)	630
Relig: All Christian	44%	(539)	41%	(503)	16%	(193)	1235
Relig: All Non-Christian	42%	(395)	40%	(381)	18%	(167)	943
Community: Urban	43%	(271)	41%	(253)	16%	(100)	624
Community: Suburban	42%	(425)	41%	(414)	17%	(169)	1007
Community: Rural	43%	(239)	40%	(219)	17%	(93)	550
Employ: Private Sector	45%	(331)	43%	(317)	12%	(92)	740
Employ: Government	51%	(66)	42%	(54)	7%	(10)	130
Employ: Self-Employed	42%	(76)	42%	(75)	15%	(27)	178
Employ: Homemaker	34%	(73)	42%	(90)	24%	(50)	213
Employ: Student	53%	(31)	31%	(18)	16%	(10)	59
Employ: Retired	45%	(215)	37%	(177)	19%	(90)	482
Employ: Unemployed	38%	(93)	46%	(111)	16%	(40)	243
Employ: Other	37%	(50)	32%	(43)	32%	(43)	136
Job Type: White-collar	46%	(371)	43%	(345)	11%	(85)	802
Job Type: Blue-collar	44%	(415)	39%	(367)	17%	(155)	936
Job Type: Don't Know	34%	(149)	39%	(173)	27%	(121)	444
Military HH: Yes	52%	(191)	35%	(130)	13%	(50)	371
Military HH: No	41%	(744)	42%	(756)	17%	(312)	1811
2016 Vote: Democrat Hillary Clinton	44%	(342)	43%	(333)	13%	(101)	776
2016 Vote: Republican Donald Trump	45%	(366)	39%	(316)	16%	(128)	809
2016 Vote: Someone else	45%	(74)	34%	(57)	21%	(35)	166

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**Table BRD5:** Do you currently use pop-up or ad blocking software when browsing the internet?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (935)	41% (885)	17% (362)	2182
2012 Vote: Barack Obama	43% (404)	42% (388)	15% (139)	931
2012 Vote: Mitt Romney	46% (281)	38% (238)	16% (99)	618
2012 Vote: Other	51% (38)	35% (26)	14% (10)	74
2012 Vote: Didn't Vote	37% (207)	42% (234)	20% (114)	555
4-Region: Northeast	40% (161)	43% (172)	16% (66)	398
4-Region: Midwest	43% (202)	38% (176)	19% (91)	470
4-Region: South	46% (372)	39% (314)	15% (121)	808
4-Region: West	39% (200)	44% (223)	17% (84)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_1:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To receive or see fewer ads*

Demographic	Yes	No	Total N
Adults	23% (500)	77% (1682)	2182
Gender: Male	26% (271)	74% (780)	1050
Gender: Female	20% (229)	80% (902)	1132
Age: 18-29	42% (198)	58% (269)	467
Age: 30-44	29% (160)	71% (399)	559
Age: 45-54	15% (54)	85% (299)	353
Age: 55-64	16% (66)	84% (342)	408
Age: 65+	5% (21)	95% (373)	394
PID: Dem (no lean)	25% (185)	75% (545)	731
PID: Ind (no lean)	19% (140)	81% (589)	729
PID: Rep (no lean)	24% (174)	76% (548)	722
PID/Gender: Dem Men	31% (106)	69% (233)	338
PID/Gender: Dem Women	20% (80)	80% (312)	392
PID/Gender: Ind Men	18% (66)	82% (298)	363
PID/Gender: Ind Women	20% (75)	80% (291)	366
PID/Gender: Rep Men	29% (100)	71% (249)	349
PID/Gender: Rep Women	20% (74)	80% (299)	373
Tea Party: Supporter	38% (254)	62% (407)	661
Tea Party: Not Supporter	16% (244)	84% (1267)	1511
Ideo: Liberal (1-3)	31% (216)	69% (479)	695
Ideo: Moderate (4)	21% (117)	79% (430)	546
Ideo: Conservative (5-7)	20% (147)	80% (586)	733
Educ: < College	22% (340)	78% (1213)	1553
Educ: Bachelors degree	27% (111)	73% (301)	412
Educ: Post-grad	22% (48)	78% (168)	217
Income: Under 50k	23% (302)	77% (999)	1301
Income: 50k-100k	24% (153)	76% (491)	644
Income: 100k+	19% (45)	81% (192)	237
Ethnicity: White	21% (356)	79% (1379)	1735

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**Table BRD6\_1:** Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To receive or see fewer ads

Demographic	Yes	No	Total N
Adults	23% (500)	77% (1682)	2182
Ethnicity: Hispanic	41% (135)	59% (192)	327
Ethnicity: Afr. Am.	31% (82)	69% (184)	266
Ethnicity: Other	34% (62)	66% (119)	180
Relig: Protestant	16% (93)	84% (479)	573
Relig: Roman Catholic	28% (129)	72% (340)	469
Relig: Ath./Agn./None	20% (129)	80% (506)	635
Relig: Something Else	34% (104)	66% (205)	308
Relig: Jewish	25% (13)	75% (38)	51
Relig: Evangelical	28% (167)	72% (439)	606
Relig: Non-Evang. Catholics	16% (100)	84% (530)	630
Relig: All Christian	22% (266)	78% (969)	1235
Relig: All Non-Christian	25% (233)	75% (710)	943
Community: Urban	32% (199)	68% (425)	624
Community: Suburban	20% (202)	80% (805)	1007
Community: Rural	18% (99)	82% (452)	550
Employ: Private Sector	30% (221)	70% (519)	740
Employ: Government	41% (53)	59% (77)	130
Employ: Self-Employed	24% (43)	76% (136)	178
Employ: Homemaker	23% (48)	77% (165)	213
Employ: Student	45% (27)	55% (32)	59
Employ: Retired	10% (50)	90% (432)	482
Employ: Unemployed	12% (30)	88% (213)	243
Employ: Other	21% (29)	79% (108)	136
Job Type: White-collar	27% (216)	73% (586)	802
Job Type: Blue-collar	21% (193)	79% (743)	936
Job Type: Don't Know	20% (91)	80% (353)	444
Military HH: Yes	27% (101)	73% (269)	371
Military HH: No	22% (399)	78% (1413)	1811
2016 Vote: Democrat Hillary Clinton	24% (187)	76% (589)	776
2016 Vote: Republican Donald Trump	24% (193)	76% (616)	809
2016 Vote: Someone else	17% (29)	83% (138)	166

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**Table BRD6\_1:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To receive or see fewer ads*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	23%	(500)	77%	(1682)	2182
2012 Vote: Barack Obama	25%	(231)	75%	(700)	931
2012 Vote: Mitt Romney	17%	(103)	83%	(515)	618
2012 Vote: Other	22%	(16)	78%	(58)	74
2012 Vote: Didn't Vote	26%	(147)	74%	(408)	555
4-Region: Northeast	24%	(97)	76%	(301)	398
4-Region: Midwest	18%	(85)	82%	(384)	470
4-Region: South	24%	(197)	76%	(611)	808
4-Region: West	24%	(121)	76%	(386)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_2:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
 To have an ad free experience*

Demographic	Yes	No	Total N
Adults	25% (546)	75% (1636)	2182
Gender: Male	27% (279)	73% (772)	1050
Gender: Female	24% (268)	76% (864)	1132
Age: 18-29	44% (204)	56% (263)	467
Age: 30-44	32% (179)	68% (380)	559
Age: 45-54	19% (67)	81% (286)	353
Age: 55-64	16% (66)	84% (343)	408
Age: 65+	8% (31)	92% (364)	394
PID: Dem (no lean)	28% (202)	72% (529)	731
PID: Ind (no lean)	22% (163)	78% (566)	729
PID: Rep (no lean)	25% (181)	75% (541)	722
PID/Gender: Dem Men	32% (109)	68% (230)	338
PID/Gender: Dem Women	24% (93)	76% (299)	392
PID/Gender: Ind Men	22% (79)	78% (284)	363
PID/Gender: Ind Women	23% (84)	77% (282)	366
PID/Gender: Rep Men	26% (91)	74% (258)	349
PID/Gender: Rep Women	24% (90)	76% (283)	373
Tea Party: Supporter	38% (254)	62% (407)	661
Tea Party: Not Supporter	19% (291)	81% (1221)	1511
Ideo: Liberal (1-3)	34% (238)	66% (457)	695
Ideo: Moderate (4)	22% (120)	78% (426)	546
Ideo: Conservative (5-7)	21% (155)	79% (578)	733
Educ: < College	24% (380)	76% (1173)	1553
Educ: Bachelors degree	27% (111)	73% (301)	412
Educ: Post-grad	25% (55)	75% (162)	217
Income: Under 50k	26% (337)	74% (965)	1301
Income: 50k-100k	24% (155)	76% (489)	644
Income: 100k+	23% (55)	77% (182)	237
Ethnicity: White	22% (380)	78% (1355)	1735

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**Table BRD6\_2:** Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To have an ad free experience

Demographic	Yes	No	Total N
Adults	25% (546)	75% (1636)	2182
Ethnicity: Hispanic	43% (141)	57% (186)	327
Ethnicity: Afr. Am.	40% (106)	60% (160)	266
Ethnicity: Other	33% (60)	67% (120)	180
Relig: Protestant	19% (111)	81% (462)	573
Relig: Roman Catholic	27% (129)	73% (341)	469
Relig: Ath./Agn./None	23% (143)	77% (492)	635
Relig: Something Else	34% (104)	66% (204)	308
Relig: Jewish	24% (12)	76% (39)	51
Relig: Evangelical	31% (186)	69% (419)	606
Relig: Non-Evang. Catholics	18% (112)	82% (518)	630
Relig: All Christian	24% (298)	76% (937)	1235
Relig: All Non-Christian	26% (247)	74% (696)	943
Community: Urban	33% (208)	67% (416)	624
Community: Suburban	21% (212)	79% (795)	1007
Community: Rural	23% (126)	77% (425)	550
Employ: Private Sector	31% (233)	69% (507)	740
Employ: Government	37% (49)	63% (82)	130
Employ: Self-Employed	28% (49)	72% (129)	178
Employ: Homemaker	26% (56)	74% (157)	213
Employ: Student	39% (23)	61% (36)	59
Employ: Retired	12% (56)	88% (426)	482
Employ: Unemployed	18% (43)	82% (200)	243
Employ: Other	28% (38)	72% (98)	136
Job Type: White-collar	30% (238)	70% (563)	802
Job Type: Blue-collar	21% (199)	79% (737)	936
Job Type: Don't Know	24% (108)	76% (336)	444
Military HH: Yes	26% (95)	74% (276)	371
Military HH: No	25% (451)	75% (1360)	1811
2016 Vote: Democrat Hillary Clinton	26% (205)	74% (571)	776
2016 Vote: Republican Donald Trump	24% (195)	76% (614)	809
2016 Vote: Someone else	18% (30)	82% (136)	166

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**Table BRD6\_2:** Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
 To have an ad free experience

Demographic	Yes		No		Total N
Adults	25%	(546)	75%	(1636)	2182
2012 Vote: Barack Obama	27%	(250)	73%	(681)	931
2012 Vote: Mitt Romney	19%	(116)	81%	(502)	618
2012 Vote: Other	29%	(21)	71%	(53)	74
2012 Vote: Didn't Vote	28%	(155)	72%	(400)	555
4-Region: Northeast	24%	(95)	76%	(303)	398
4-Region: Midwest	20%	(95)	80%	(375)	470
4-Region: South	28%	(225)	72%	(582)	808
4-Region: West	26%	(131)	74%	(375)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_3:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?*  
*To access premium content available only to paying members*

Demographic	Yes	No	Total N
Adults	26% (562)	74% (1620)	2182
Gender: Male	30% (320)	70% (731)	1050
Gender: Female	21% (242)	79% (890)	1132
Age: 18-29	43% (203)	57% (264)	467
Age: 30-44	36% (200)	64% (360)	559
Age: 45-54	18% (65)	82% (288)	353
Age: 55-64	17% (67)	83% (341)	408
Age: 65+	7% (27)	93% (368)	394
PID: Dem (no lean)	28% (205)	72% (526)	731
PID: Ind (no lean)	23% (170)	77% (559)	729
PID: Rep (no lean)	26% (187)	74% (535)	722
PID/Gender: Dem Men	36% (121)	64% (218)	338
PID/Gender: Dem Women	21% (84)	79% (308)	392
PID/Gender: Ind Men	23% (85)	77% (278)	363
PID/Gender: Ind Women	23% (85)	77% (281)	366
PID/Gender: Rep Men	33% (114)	67% (235)	349
PID/Gender: Rep Women	19% (73)	81% (301)	373
Tea Party: Supporter	43% (282)	57% (379)	661
Tea Party: Not Supporter	18% (279)	82% (1232)	1511
Ideo: Liberal (1-3)	38% (262)	62% (433)	695
Ideo: Moderate (4)	18% (97)	82% (450)	546
Ideo: Conservative (5-7)	23% (167)	77% (566)	733
Educ: < College	24% (377)	76% (1176)	1553
Educ: Bachelors degree	29% (119)	71% (294)	412
Educ: Post-grad	30% (66)	70% (151)	217
Income: Under 50k	26% (334)	74% (967)	1301
Income: 50k-100k	27% (171)	73% (473)	644
Income: 100k+	24% (57)	76% (180)	237
Ethnicity: White	24% (412)	76% (1323)	1735

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**Table BRD6\_3:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
 To access premium content available only to paying members*

Demographic	Yes	No	Total N
Adults	26% (562)	74% (1620)	2182
Ethnicity: Hispanic	42% (137)	58% (190)	327
Ethnicity: Afr. Am.	33% (88)	67% (178)	266
Ethnicity: Other	34% (61)	66% (119)	180
Relig: Protestant	21% (121)	79% (452)	573
Relig: Roman Catholic	30% (138)	70% (331)	469
Relig: Ath./Agn./None	24% (154)	76% (481)	635
Relig: Something Else	34% (105)	66% (204)	308
Relig: Jewish	32% (16)	68% (35)	51
Relig: Evangelical	31% (190)	69% (415)	606
Relig: Non-Evang. Catholics	18% (112)	82% (518)	630
Relig: All Christian	24% (302)	76% (933)	1235
Relig: All Non-Christian	27% (258)	73% (685)	943
Community: Urban	33% (205)	67% (420)	624
Community: Suburban	22% (222)	78% (785)	1007
Community: Rural	25% (135)	75% (415)	550
Employ: Private Sector	32% (239)	68% (501)	740
Employ: Government	39% (50)	61% (80)	130
Employ: Self-Employed	27% (48)	73% (130)	178
Employ: Homemaker	28% (61)	72% (152)	213
Employ: Student	40% (24)	60% (36)	59
Employ: Retired	12% (57)	88% (425)	482
Employ: Unemployed	18% (44)	82% (198)	243
Employ: Other	28% (38)	72% (99)	136
Job Type: White-collar	30% (237)	70% (565)	802
Job Type: Blue-collar	24% (228)	76% (708)	936
Job Type: Don't Know	22% (96)	78% (348)	444
Military HH: Yes	28% (104)	72% (266)	371
Military HH: No	25% (457)	75% (1354)	1811
2016 Vote: Democrat Hillary Clinton	27% (211)	73% (565)	776
2016 Vote: Republican Donald Trump	27% (221)	73% (588)	809
2016 Vote: Someone else	20% (33)	80% (133)	166

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**Table BRD6\_3:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To access premium content available only to paying members*

Demographic	Yes		No		Total N
Adults	26%	(562)	74%	(1620)	2182
2012 Vote: Barack Obama	28%	(261)	72%	(670)	931
2012 Vote: Mitt Romney	20%	(121)	80%	(497)	618
2012 Vote: Other	27%	(20)	73%	(54)	74
2012 Vote: Didn't Vote	28%	(155)	72%	(399)	555
4-Region: Northeast	27%	(106)	73%	(292)	398
4-Region: Midwest	21%	(101)	79%	(369)	470
4-Region: South	27%	(216)	73%	(592)	808
4-Region: West	28%	(139)	72%	(367)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_4:** *Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
 To access unlimited content or avoid monthly limits on content*

Demographic	Yes	No	Total N
Adults	23% (500)	77% (1682)	2182
Gender: Male	26% (274)	74% (776)	1050
Gender: Female	20% (225)	80% (906)	1132
Age: 18-29	43% (201)	57% (267)	467
Age: 30-44	31% (175)	69% (384)	559
Age: 45-54	14% (50)	86% (303)	353
Age: 55-64	12% (50)	88% (359)	408
Age: 65+	6% (25)	94% (370)	394
PID: Dem (no lean)	23% (169)	77% (562)	731
PID: Ind (no lean)	22% (159)	78% (570)	729
PID: Rep (no lean)	24% (171)	76% (551)	722
PID/Gender: Dem Men	28% (96)	72% (243)	338
PID/Gender: Dem Women	19% (73)	81% (319)	392
PID/Gender: Ind Men	22% (81)	78% (282)	363
PID/Gender: Ind Women	22% (79)	78% (287)	366
PID/Gender: Rep Men	28% (98)	72% (251)	349
PID/Gender: Rep Women	20% (73)	80% (300)	373
Tea Party: Supporter	37% (242)	63% (419)	661
Tea Party: Not Supporter	17% (257)	83% (1254)	1511
Ideo: Liberal (1-3)	33% (228)	67% (467)	695
Ideo: Moderate (4)	20% (110)	80% (436)	546
Ideo: Conservative (5-7)	18% (135)	82% (598)	733
Educ: < College	22% (344)	78% (1209)	1553
Educ: Bachelors degree	24% (100)	76% (312)	412
Educ: Post-grad	26% (55)	74% (161)	217
Income: Under 50k	23% (302)	77% (999)	1301
Income: 50k-100k	23% (149)	77% (495)	644
Income: 100k+	21% (49)	79% (188)	237
Ethnicity: White	21% (370)	79% (1365)	1735

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**Table BRD6\_4:** Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To access unlimited content or avoid monthly limits on content

Demographic	Yes	No	Total N
Adults	23% (500)	77% (1682)	2182
Ethnicity: Hispanic	42% (138)	58% (189)	327
Ethnicity: Afr. Am.	27% (72)	73% (195)	266
Ethnicity: Other	32% (58)	68% (122)	180
Relig: Protestant	18% (103)	82% (470)	573
Relig: Roman Catholic	27% (126)	73% (343)	469
Relig: Ath./Agn./None	22% (142)	78% (493)	635
Relig: Something Else	28% (88)	72% (221)	308
Relig: Jewish	22% (11)	78% (40)	51
Relig: Evangelical	28% (170)	72% (436)	606
Relig: Non-Evang. Catholics	16% (100)	84% (530)	630
Relig: All Christian	22% (269)	78% (966)	1235
Relig: All Non-Christian	24% (229)	76% (714)	943
Community: Urban	32% (199)	68% (425)	624
Community: Suburban	18% (185)	82% (822)	1007
Community: Rural	21% (116)	79% (435)	550
Employ: Private Sector	30% (220)	70% (520)	740
Employ: Government	39% (51)	61% (80)	130
Employ: Self-Employed	22% (39)	78% (140)	178
Employ: Homemaker	22% (47)	78% (165)	213
Employ: Student	38% (23)	62% (37)	59
Employ: Retired	9% (44)	91% (438)	482
Employ: Unemployed	19% (47)	81% (195)	243
Employ: Other	21% (29)	79% (107)	136
Job Type: White-collar	27% (217)	73% (585)	802
Job Type: Blue-collar	20% (191)	80% (745)	936
Job Type: Don't Know	21% (92)	79% (352)	444
Military HH: Yes	27% (101)	73% (269)	371
Military HH: No	22% (399)	78% (1413)	1811
2016 Vote: Democrat Hillary Clinton	23% (180)	77% (596)	776
2016 Vote: Republican Donald Trump	24% (196)	76% (614)	809
2016 Vote: Someone else	13% (22)	87% (144)	166

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**Table BRD6\_4:** Have you ever subscribed or paid for premium features on a website for any of the following reasons?  
To access unlimited content or avoid monthly limits on content

Demographic	Yes		No		Total N
Adults	23%	(500)	77%	(1682)	2182
2012 Vote: Barack Obama	24%	(223)	76%	(708)	931
2012 Vote: Mitt Romney	17%	(108)	83%	(510)	618
2012 Vote: Other	24%	(18)	76%	(56)	74
2012 Vote: Didn't Vote	26%	(147)	74%	(408)	555
4-Region: Northeast	23%	(93)	77%	(305)	398
4-Region: Midwest	19%	(91)	81%	(379)	470
4-Region: South	24%	(197)	76%	(611)	808
4-Region: West	24%	(119)	76%	(387)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_1:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
*Charging customers based on their location*

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	20% (440)	60% (1303)	20% (439)	2182
Gender: Male	23% (246)	56% (585)	21% (219)	1050
Gender: Female	17% (193)	63% (718)	19% (221)	1132
Age: 18-29	32% (148)	48% (223)	21% (96)	467
Age: 30-44	26% (145)	54% (303)	20% (112)	559
Age: 45-54	16% (56)	59% (208)	25% (89)	353
Age: 55-64	15% (59)	68% (279)	17% (70)	408
Age: 65+	8% (32)	74% (290)	18% (72)	394
PID: Dem (no lean)	21% (150)	61% (449)	18% (131)	731
PID: Ind (no lean)	18% (130)	58% (421)	24% (178)	729
PID: Rep (no lean)	22% (160)	60% (433)	18% (130)	722
PID/Gender: Dem Men	27% (91)	55% (188)	18% (60)	338
PID/Gender: Dem Women	15% (60)	67% (262)	18% (71)	392
PID/Gender: Ind Men	20% (71)	54% (195)	27% (97)	363
PID/Gender: Ind Women	16% (58)	62% (226)	22% (81)	366
PID/Gender: Rep Men	24% (84)	58% (203)	18% (62)	349
PID/Gender: Rep Women	20% (75)	62% (230)	18% (68)	373
Tea Party: Supporter	33% (220)	53% (352)	13% (88)	661
Tea Party: Not Supporter	14% (219)	63% (949)	23% (344)	1511
Ideo: Liberal (1-3)	24% (170)	60% (417)	16% (108)	695
Ideo: Moderate (4)	19% (106)	59% (324)	21% (116)	546
Ideo: Conservative (5-7)	20% (143)	63% (464)	17% (126)	733
Educ: < College	19% (289)	60% (927)	22% (337)	1553
Educ: Bachelors degree	22% (92)	61% (251)	17% (69)	412
Educ: Post-grad	27% (58)	58% (126)	15% (33)	217

Continued on next page



**Table BRD7\_1:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
*Charging customers based on their location*

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	20%	(440)	60%	(1303)	20%	(439)	2182
Income: Under 50k	19%	(246)	61%	(789)	20%	(267)	1301
Income: 50k-100k	21%	(134)	60%	(389)	19%	(121)	644
Income: 100k+	25%	(60)	53%	(125)	22%	(52)	237
Ethnicity: White	20%	(344)	61%	(1060)	19%	(331)	1735
Ethnicity: Hispanic	31%	(100)	49%	(161)	20%	(66)	327
Ethnicity: Afr. Am.	21%	(56)	59%	(158)	20%	(53)	266
Ethnicity: Other	22%	(40)	47%	(85)	31%	(56)	180
Relig: Protestant	19%	(110)	64%	(369)	16%	(93)	573
Relig: Roman Catholic	26%	(122)	57%	(268)	17%	(79)	469
Relig: Ath./Agn./None	18%	(114)	55%	(349)	27%	(171)	635
Relig: Something Else	20%	(61)	61%	(188)	19%	(59)	308
Relig: Jewish	17%	(9)	56%	(29)	27%	(14)	51
Relig: Evangelical	24%	(148)	60%	(365)	15%	(93)	606
Relig: Non-Evang. Catholics	18%	(116)	63%	(399)	18%	(114)	630
Relig: All Christian	21%	(264)	62%	(764)	17%	(208)	1235
Relig: All Non-Christian	19%	(176)	57%	(538)	24%	(230)	943
Community: Urban	26%	(163)	54%	(339)	20%	(123)	624
Community: Suburban	17%	(175)	61%	(619)	21%	(213)	1007
Community: Rural	19%	(102)	63%	(346)	19%	(103)	550
Employ: Private Sector	27%	(196)	56%	(417)	17%	(126)	740
Employ: Government	26%	(34)	65%	(85)	9%	(12)	130
Employ: Self-Employed	25%	(45)	55%	(98)	20%	(35)	178
Employ: Homemaker	15%	(33)	61%	(130)	23%	(50)	213
Employ: Student	32%	(19)	50%	(30)	18%	(11)	59
Employ: Retired	10%	(50)	70%	(337)	20%	(95)	482
Employ: Unemployed	18%	(44)	54%	(130)	28%	(68)	243
Employ: Other	14%	(19)	56%	(76)	30%	(41)	136

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**Table BRD7\_1:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
Charging customers based on their location

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	20% (440)	60% (1303)	20% (439)	2182
Job Type: White-collar	27% (215)	60% (478)	14% (109)	802
Job Type: Blue-collar	17% (162)	63% (593)	19% (181)	936
Job Type: Don't Know	14% (62)	52% (233)	34% (149)	444
Military HH: Yes	20% (74)	66% (244)	14% (52)	371
Military HH: No	20% (365)	58% (1059)	21% (387)	1811
2016 Vote: Democrat Hillary Clinton	18% (143)	64% (498)	17% (135)	776
2016 Vote: Republican Donald Trump	23% (189)	60% (487)	16% (133)	809
2016 Vote: Someone else	16% (27)	56% (93)	28% (46)	166
2012 Vote: Barack Obama	21% (200)	61% (570)	17% (161)	931
2012 Vote: Mitt Romney	19% (118)	63% (391)	18% (109)	618
2012 Vote: Other	21% (16)	57% (42)	22% (16)	74
2012 Vote: Didn't Vote	19% (106)	53% (296)	28% (153)	555
4-Region: Northeast	23% (93)	56% (225)	20% (80)	398
4-Region: Midwest	21% (97)	59% (277)	20% (96)	470
4-Region: South	18% (145)	63% (510)	19% (153)	808
4-Region: West	21% (105)	58% (291)	22% (111)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_2:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
*Charging customers based on what the company thinks they can afford to pay*

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	33% (714)	47% (1024)	20% (445)	2182
Gender: Male	35% (370)	46% (485)	19% (195)	1050
Gender: Female	30% (344)	48% (539)	22% (249)	1132
Age: 18-29	47% (221)	33% (156)	19% (90)	467
Age: 30-44	38% (210)	42% (237)	20% (112)	559
Age: 45-54	24% (86)	49% (172)	27% (95)	353
Age: 55-64	27% (109)	53% (218)	20% (81)	408
Age: 65+	22% (87)	61% (241)	17% (67)	394
PID: Dem (no lean)	35% (259)	46% (338)	18% (134)	731
PID: Ind (no lean)	30% (216)	46% (333)	25% (180)	729
PID: Rep (no lean)	33% (239)	49% (352)	18% (131)	722
PID/Gender: Dem Men	40% (135)	44% (150)	16% (53)	338
PID/Gender: Dem Women	31% (123)	48% (189)	21% (80)	392
PID/Gender: Ind Men	33% (121)	43% (155)	24% (87)	363
PID/Gender: Ind Women	26% (95)	49% (178)	25% (93)	366
PID/Gender: Rep Men	33% (114)	52% (180)	16% (55)	349
PID/Gender: Rep Women	34% (125)	46% (172)	20% (76)	373
Tea Party: Supporter	45% (298)	42% (279)	13% (83)	661
Tea Party: Not Supporter	27% (414)	49% (742)	23% (355)	1511
Ideo: Liberal (1-3)	40% (276)	45% (312)	15% (107)	695
Ideo: Moderate (4)	32% (173)	47% (258)	21% (116)	546
Ideo: Conservative (5-7)	30% (221)	52% (384)	17% (128)	733
Educ: < College	32% (501)	45% (703)	23% (350)	1553
Educ: Bachelors degree	34% (141)	50% (207)	15% (64)	412
Educ: Post-grad	33% (72)	52% (114)	15% (32)	217

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**Table BRD7\_2:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
Charging customers based on what the company thinks they can afford to pay

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	33%	(714)	47%	(1024)	20%	(445)	2182
Income: Under 50k	32%	(422)	46%	(600)	21%	(279)	1301
Income: 50k-100k	34%	(218)	48%	(310)	18%	(117)	644
Income: 100k+	31%	(74)	48%	(114)	21%	(49)	237
Ethnicity: White	32%	(553)	49%	(848)	19%	(334)	1735
Ethnicity: Hispanic	41%	(135)	37%	(122)	21%	(70)	327
Ethnicity: Afr. Am.	34%	(89)	43%	(114)	24%	(63)	266
Ethnicity: Other	39%	(71)	34%	(62)	26%	(48)	180
Relig: Protestant	31%	(176)	52%	(296)	18%	(101)	573
Relig: Roman Catholic	36%	(169)	48%	(224)	16%	(76)	469
Relig: Ath./Agn./None	33%	(206)	42%	(265)	26%	(163)	635
Relig: Something Else	33%	(101)	47%	(146)	20%	(61)	308
Relig: Jewish	27%	(14)	54%	(27)	19%	(10)	51
Relig: Evangelical	35%	(213)	48%	(291)	17%	(102)	606
Relig: Non-Evang. Catholics	31%	(192)	51%	(321)	18%	(116)	630
Relig: All Christian	33%	(405)	50%	(612)	18%	(219)	1235
Relig: All Non-Christian	33%	(308)	44%	(411)	24%	(224)	943
Community: Urban	37%	(233)	41%	(257)	21%	(134)	624
Community: Suburban	31%	(308)	50%	(505)	19%	(194)	1007
Community: Rural	31%	(173)	47%	(261)	21%	(117)	550
Employ: Private Sector	37%	(276)	46%	(344)	16%	(121)	740
Employ: Government	41%	(54)	48%	(62)	11%	(15)	130
Employ: Self-Employed	41%	(73)	40%	(71)	20%	(35)	178
Employ: Homemaker	29%	(62)	47%	(100)	24%	(50)	213
Employ: Student	49%	(29)	27%	(16)	23%	(14)	59
Employ: Retired	23%	(111)	58%	(280)	19%	(91)	482
Employ: Unemployed	26%	(62)	43%	(104)	31%	(76)	243
Employ: Other	34%	(46)	35%	(47)	31%	(43)	136

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**Table BRD7\_2:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
*Charging customers based on what the company thinks they can afford to pay*

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	33%	(714)	47%	(1024)	20%	(445)	2182
Job Type: White-collar	37%	(298)	50%	(399)	13%	(104)	802
Job Type: Blue-collar	32%	(297)	49%	(462)	19%	(177)	936
Job Type: Don't Know	27%	(118)	37%	(163)	37%	(163)	444
Military HH: Yes	30%	(113)	56%	(208)	13%	(49)	371
Military HH: No	33%	(601)	45%	(815)	22%	(395)	1811
2016 Vote: Democrat Hillary Clinton	32%	(248)	49%	(381)	19%	(146)	776
2016 Vote: Republican Donald Trump	35%	(284)	48%	(391)	17%	(134)	809
2016 Vote: Someone else	24%	(40)	51%	(84)	25%	(42)	166
2012 Vote: Barack Obama	34%	(317)	48%	(448)	18%	(165)	931
2012 Vote: Mitt Romney	28%	(175)	53%	(331)	18%	(112)	618
2012 Vote: Other	28%	(21)	51%	(38)	20%	(15)	74
2012 Vote: Didn't Vote	36%	(200)	37%	(203)	27%	(152)	555
4-Region: Northeast	33%	(131)	46%	(184)	21%	(83)	398
4-Region: Midwest	35%	(164)	46%	(216)	19%	(90)	470
4-Region: South	32%	(258)	48%	(385)	20%	(164)	808
4-Region: West	32%	(161)	47%	(238)	21%	(108)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7\_3:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
*Charging customers based on what the company thinks they are willing to pay*

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	28% (601)	52% (1131)	21% (450)	2182
Gender: Male	31% (320)	50% (522)	20% (208)	1050
Gender: Female	25% (280)	54% (609)	21% (242)	1132
Age: 18-29	40% (185)	39% (183)	21% (99)	467
Age: 30-44	35% (198)	44% (248)	20% (113)	559
Age: 45-54	24% (83)	49% (172)	28% (97)	353
Age: 55-64	19% (78)	63% (257)	18% (74)	408
Age: 65+	14% (57)	69% (271)	17% (67)	394
PID: Dem (no lean)	28% (207)	53% (384)	19% (140)	731
PID: Ind (no lean)	26% (186)	50% (363)	25% (180)	729
PID: Rep (no lean)	29% (207)	53% (384)	18% (131)	722
PID/Gender: Dem Men	34% (116)	47% (160)	18% (63)	338
PID/Gender: Dem Women	23% (91)	57% (224)	20% (77)	392
PID/Gender: Ind Men	25% (92)	49% (177)	26% (94)	363
PID/Gender: Ind Women	26% (94)	51% (186)	23% (85)	366
PID/Gender: Rep Men	32% (113)	53% (185)	15% (51)	349
PID/Gender: Rep Women	25% (95)	53% (199)	21% (79)	373
Tea Party: Supporter	40% (268)	46% (302)	14% (92)	661
Tea Party: Not Supporter	22% (332)	55% (826)	23% (353)	1511
Ideo: Liberal (1-3)	36% (250)	47% (327)	17% (119)	695
Ideo: Moderate (4)	24% (130)	54% (297)	22% (120)	546
Ideo: Conservative (5-7)	27% (195)	56% (414)	17% (124)	733
Educ: < College	25% (382)	53% (816)	23% (355)	1553
Educ: Bachelors degree	34% (142)	49% (201)	17% (69)	412
Educ: Post-grad	35% (77)	52% (114)	12% (26)	217

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**Table BRD7\_3:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?

*Charging customers based on what the company thinks they are willing to pay*

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	28%	(601)	52%	(1131)	21%	(450)	2182
Income: Under 50k	26%	(334)	53%	(685)	22%	(282)	1301
Income: 50k-100k	29%	(185)	53%	(339)	19%	(120)	644
Income: 100k+	35%	(82)	45%	(106)	21%	(49)	237
Ethnicity: White	27%	(466)	53%	(927)	20%	(342)	1735
Ethnicity: Hispanic	39%	(127)	42%	(138)	19%	(62)	327
Ethnicity: Afr. Am.	29%	(78)	46%	(122)	25%	(67)	266
Ethnicity: Other	32%	(57)	45%	(82)	23%	(42)	180
Relig: Protestant	26%	(147)	56%	(320)	18%	(106)	573
Relig: Roman Catholic	29%	(137)	56%	(262)	15%	(69)	469
Relig: Ath./Agn./None	27%	(172)	46%	(290)	27%	(173)	635
Relig: Something Else	32%	(99)	50%	(154)	18%	(55)	308
Relig: Jewish	27%	(14)	50%	(25)	23%	(12)	51
Relig: Evangelical	29%	(179)	52%	(316)	18%	(111)	606
Relig: Non-Evang. Catholics	24%	(150)	59%	(369)	17%	(110)	630
Relig: All Christian	27%	(329)	56%	(686)	18%	(221)	1235
Relig: All Non-Christian	29%	(271)	47%	(444)	24%	(228)	943
Community: Urban	32%	(198)	46%	(289)	22%	(137)	624
Community: Suburban	26%	(263)	54%	(546)	20%	(198)	1007
Community: Rural	25%	(140)	54%	(296)	21%	(115)	550
Employ: Private Sector	36%	(265)	46%	(343)	18%	(132)	740
Employ: Government	35%	(46)	53%	(69)	12%	(15)	130
Employ: Self-Employed	29%	(52)	48%	(85)	23%	(41)	178
Employ: Homemaker	28%	(61)	52%	(112)	19%	(41)	213
Employ: Student	39%	(23)	37%	(22)	24%	(14)	59
Employ: Retired	15%	(74)	65%	(314)	19%	(93)	482
Employ: Unemployed	20%	(49)	51%	(125)	29%	(69)	243
Employ: Other	23%	(31)	45%	(61)	32%	(44)	136

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**Table BRD7\_3:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?  
Charging customers based on what the company thinks they are willing to pay

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	28%	(601)	52%	(1131)	21%	(450)	2182
Job Type: White-collar	34%	(274)	53%	(422)	13%	(106)	802
Job Type: Blue-collar	25%	(236)	55%	(519)	19%	(181)	936
Job Type: Don't Know	20%	(90)	43%	(190)	37%	(164)	444
Military HH: Yes	28%	(105)	59%	(220)	12%	(46)	371
Military HH: No	27%	(496)	50%	(911)	22%	(404)	1811
2016 Vote: Democrat Hillary Clinton	28%	(219)	52%	(403)	20%	(153)	776
2016 Vote: Republican Donald Trump	30%	(243)	53%	(430)	17%	(136)	809
2016 Vote: Someone else	22%	(37)	52%	(87)	25%	(42)	166
2012 Vote: Barack Obama	31%	(285)	51%	(479)	18%	(167)	931
2012 Vote: Mitt Romney	26%	(159)	57%	(350)	18%	(110)	618
2012 Vote: Other	23%	(17)	55%	(41)	22%	(16)	74
2012 Vote: Didn't Vote	25%	(140)	46%	(257)	28%	(158)	555
4-Region: Northeast	30%	(121)	48%	(190)	22%	(87)	398
4-Region: Midwest	28%	(130)	51%	(240)	21%	(99)	470
4-Region: South	26%	(209)	54%	(438)	20%	(160)	808
4-Region: West	28%	(140)	52%	(262)	21%	(104)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD7\_4:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?

*Using a formula taking into account the cost of producing the product or service and the company's profit*

Demographic	Appropriate	Inappropriate	Don't Know / No Opinion	Total N
Adults	54% (1175)	21% (455)	25% (551)	2182
Gender: Male	56% (586)	22% (230)	22% (235)	1050
Gender: Female	52% (590)	20% (226)	28% (316)	1132
Age: 18-29	54% (252)	24% (114)	22% (101)	467
Age: 30-44	49% (276)	25% (140)	26% (144)	559
Age: 45-54	45% (160)	21% (73)	34% (120)	353
Age: 55-64	56% (229)	21% (84)	24% (96)	408
Age: 65+	66% (259)	11% (45)	23% (90)	394
PID: Dem (no lean)	52% (383)	23% (167)	25% (181)	731
PID: Ind (no lean)	49% (359)	20% (145)	31% (225)	729
PID: Rep (no lean)	60% (433)	20% (143)	20% (146)	722
PID/Gender: Dem Men	54% (183)	24% (80)	22% (75)	338
PID/Gender: Dem Women	51% (200)	22% (86)	27% (106)	392
PID/Gender: Ind Men	53% (194)	19% (69)	27% (100)	363
PID/Gender: Ind Women	45% (165)	21% (76)	34% (125)	366
PID/Gender: Rep Men	60% (209)	23% (80)	17% (60)	349
PID/Gender: Rep Women	60% (224)	17% (64)	23% (85)	373
Tea Party: Supporter	62% (408)	22% (145)	16% (108)	661
Tea Party: Not Supporter	51% (765)	21% (310)	29% (436)	1511
Ideo: Liberal (1-3)	57% (395)	24% (167)	19% (133)	695
Ideo: Moderate (4)	55% (299)	19% (102)	27% (145)	546
Ideo: Conservative (5-7)	59% (433)	20% (145)	21% (155)	733
Educ: < College	50% (783)	21% (326)	29% (444)	1553
Educ: Bachelors degree	60% (246)	22% (92)	18% (74)	412
Educ: Post-grad	68% (147)	17% (37)	15% (33)	217

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**Table BRD7\_4:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?

Using a formula taking into account the cost of producing the product or service and the company's profit

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	54%	(1175)	21%	(455)	25%	(551)	2182
Income: Under 50k	50%	(651)	23%	(296)	27%	(355)	1301
Income: 50k-100k	59%	(379)	19%	(120)	22%	(144)	644
Income: 100k+	61%	(146)	16%	(39)	22%	(52)	237
Ethnicity: White	57%	(987)	19%	(336)	24%	(413)	1735
Ethnicity: Hispanic	49%	(161)	28%	(91)	23%	(74)	327
Ethnicity: Afr. Am.	41%	(109)	27%	(72)	32%	(85)	266
Ethnicity: Other	44%	(79)	26%	(48)	30%	(54)	180
Relig: Protestant	63%	(359)	19%	(107)	19%	(107)	573
Relig: Roman Catholic	55%	(260)	23%	(106)	22%	(103)	469
Relig: Ath./Agn./None	47%	(298)	20%	(126)	33%	(211)	635
Relig: Something Else	54%	(165)	23%	(70)	24%	(73)	308
Relig: Jewish	56%	(29)	23%	(12)	21%	(11)	51
Relig: Evangelical	59%	(358)	20%	(119)	21%	(130)	606
Relig: Non-Evang. Catholics	56%	(353)	22%	(141)	21%	(135)	630
Relig: All Christian	58%	(711)	21%	(260)	21%	(265)	1235
Relig: All Non-Christian	49%	(464)	21%	(196)	30%	(284)	943
Community: Urban	54%	(339)	20%	(128)	25%	(158)	624
Community: Suburban	53%	(535)	22%	(217)	25%	(256)	1007
Community: Rural	55%	(302)	20%	(111)	25%	(138)	550
Employ: Private Sector	55%	(406)	22%	(166)	23%	(168)	740
Employ: Government	64%	(83)	23%	(29)	14%	(18)	130
Employ: Self-Employed	58%	(103)	18%	(33)	24%	(43)	178
Employ: Homemaker	45%	(95)	23%	(48)	33%	(69)	213
Employ: Student	59%	(35)	25%	(15)	17%	(10)	59
Employ: Retired	60%	(291)	16%	(77)	24%	(114)	482
Employ: Unemployed	43%	(104)	22%	(53)	35%	(85)	243
Employ: Other	43%	(59)	25%	(33)	33%	(44)	136

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**Table BRD7\_4:** Do you think each of the following are appropriate or inappropriate practices for a company to use when deciding how to price their products or services?

Using a formula taking into account the cost of producing the product or service and the company's profit

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	54%	(1175)	21%	(455)	25%	(551)	2182
Job Type: White-collar	65%	(524)	19%	(152)	16%	(125)	802
Job Type: Blue-collar	54%	(503)	23%	(213)	24%	(220)	936
Job Type: Don't Know	33%	(148)	20%	(91)	46%	(206)	444
Military HH: Yes	63%	(233)	22%	(80)	15%	(57)	371
Military HH: No	52%	(942)	21%	(375)	27%	(494)	1811
2016 Vote: Democrat Hillary Clinton	55%	(424)	20%	(156)	25%	(197)	776
2016 Vote: Republican Donald Trump	58%	(466)	23%	(185)	20%	(159)	809
2016 Vote: Someone else	55%	(91)	17%	(29)	28%	(46)	166
2012 Vote: Barack Obama	54%	(505)	21%	(200)	24%	(226)	931
2012 Vote: Mitt Romney	61%	(377)	19%	(115)	20%	(126)	618
2012 Vote: Other	66%	(49)	15%	(11)	19%	(14)	74
2012 Vote: Didn't Vote	44%	(244)	23%	(125)	33%	(185)	555
4-Region: Northeast	51%	(204)	22%	(87)	27%	(107)	398
4-Region: Midwest	57%	(267)	18%	(85)	25%	(118)	470
4-Region: South	54%	(433)	22%	(175)	25%	(200)	808
4-Region: West	53%	(271)	21%	(108)	25%	(128)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8\_1:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on their location*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	13%	(282)	50%	(1100)	19%	(405)	18%	(395)	2182
Gender: Male	15%	(159)	49%	(511)	19%	(202)	17%	(178)	1050
Gender: Female	11%	(124)	52%	(589)	18%	(203)	19%	(217)	1132
Age: 18-29	24%	(111)	39%	(184)	17%	(81)	20%	(92)	467
Age: 30-44	17%	(96)	48%	(268)	19%	(104)	16%	(91)	559
Age: 45-54	8%	(29)	47%	(167)	22%	(76)	23%	(81)	353
Age: 55-64	9%	(35)	56%	(230)	20%	(81)	15%	(62)	408
Age: 65+	3%	(12)	64%	(251)	16%	(63)	17%	(69)	394
PID: Dem (no lean)	14%	(103)	51%	(375)	18%	(131)	17%	(122)	731
PID: Ind (no lean)	10%	(72)	48%	(353)	20%	(144)	22%	(161)	729
PID: Rep (no lean)	15%	(108)	52%	(372)	18%	(130)	16%	(112)	722
PID/Gender: Dem Men	19%	(66)	47%	(160)	18%	(63)	15%	(50)	338
PID/Gender: Dem Women	9%	(37)	55%	(215)	17%	(68)	18%	(72)	392
PID/Gender: Ind Men	10%	(36)	47%	(172)	20%	(71)	23%	(83)	363
PID/Gender: Ind Women	10%	(35)	49%	(180)	20%	(73)	21%	(78)	366
PID/Gender: Rep Men	16%	(57)	51%	(179)	19%	(68)	13%	(45)	349
PID/Gender: Rep Women	14%	(51)	52%	(193)	17%	(62)	18%	(67)	373
Tea Party: Supporter	26%	(170)	47%	(311)	17%	(111)	10%	(68)	661
Tea Party: Not Supporter	7%	(111)	52%	(787)	19%	(292)	21%	(322)	1511
Ideo: Liberal (1-3)	18%	(128)	50%	(345)	18%	(122)	14%	(99)	695
Ideo: Moderate (4)	12%	(65)	49%	(267)	20%	(111)	19%	(104)	546
Ideo: Conservative (5-7)	10%	(71)	57%	(415)	19%	(142)	14%	(106)	733
Educ: < College	13%	(197)	49%	(764)	18%	(277)	20%	(315)	1553
Educ: Bachelors degree	14%	(58)	54%	(223)	18%	(76)	13%	(55)	412
Educ: Post-grad	12%	(27)	52%	(114)	24%	(52)	11%	(24)	217

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**Table BRD8\_1:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?**Charging customers based on their location*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	13%	(282)	50%	(1100)	19%	(405)	18%	(395)	2182
Income: Under 50k	13%	(165)	49%	(636)	19%	(248)	19%	(252)	1301
Income: 50k-100k	12%	(79)	54%	(348)	19%	(120)	15%	(96)	644
Income: 100k+	16%	(39)	49%	(115)	15%	(36)	20%	(47)	237
Ethnicity: White	11%	(195)	53%	(923)	19%	(331)	16%	(286)	1735
Ethnicity: Hispanic	20%	(66)	45%	(147)	20%	(65)	15%	(49)	327
Ethnicity: Afr. Am.	25%	(66)	36%	(97)	16%	(43)	23%	(61)	266
Ethnicity: Other	12%	(21)	44%	(80)	17%	(31)	27%	(48)	180
Relig: Protestant	11%	(63)	55%	(318)	20%	(112)	14%	(80)	573
Relig: Roman Catholic	16%	(76)	50%	(234)	22%	(104)	12%	(56)	469
Relig: Ath./Agn./None	10%	(60)	48%	(302)	17%	(106)	26%	(166)	635
Relig: Something Else	18%	(55)	49%	(151)	16%	(49)	17%	(53)	308
Relig: Jewish	16%	(8)	43%	(22)	22%	(11)	19%	(10)	51
Relig: Evangelical	17%	(101)	51%	(307)	18%	(108)	15%	(90)	606
Relig: Non-Evang. Catholics	10%	(66)	54%	(338)	22%	(141)	13%	(85)	630
Relig: All Christian	14%	(167)	52%	(645)	20%	(249)	14%	(174)	1235
Relig: All Non-Christian	12%	(115)	48%	(454)	16%	(155)	23%	(219)	943
Community: Urban	19%	(117)	44%	(276)	20%	(125)	17%	(107)	624
Community: Suburban	10%	(99)	53%	(537)	19%	(191)	18%	(180)	1007
Community: Rural	12%	(66)	52%	(288)	16%	(89)	20%	(108)	550
Employ: Private Sector	18%	(133)	49%	(362)	20%	(148)	13%	(96)	740
Employ: Government	23%	(30)	49%	(64)	18%	(23)	10%	(13)	130
Employ: Self-Employed	12%	(21)	49%	(87)	23%	(40)	17%	(30)	178
Employ: Homemaker	11%	(23)	52%	(110)	16%	(34)	22%	(46)	213
Employ: Student	28%	(17)	33%	(19)	17%	(10)	22%	(13)	59
Employ: Retired	5%	(22)	60%	(291)	17%	(82)	18%	(87)	482
Employ: Unemployed	11%	(27)	40%	(98)	19%	(47)	29%	(71)	243
Employ: Other	7%	(10)	50%	(68)	15%	(20)	28%	(38)	136

Continued on next page

**Table BRD8\_1:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on their location*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	13%	(282)	50%	(1100)	19%	(405)	18%	(395)	2182
Job Type: White-collar	16%	(132)	53%	(424)	20%	(160)	11%	(85)	802
Job Type: Blue-collar	11%	(107)	56%	(520)	17%	(155)	16%	(154)	936
Job Type: Don't Know	10%	(43)	35%	(156)	20%	(90)	35%	(155)	444
Military HH: Yes	16%	(58)	58%	(214)	16%	(60)	10%	(38)	371
Military HH: No	12%	(224)	49%	(886)	19%	(345)	20%	(357)	1811
2016 Vote: Democrat Hillary Clinton	13%	(98)	51%	(399)	20%	(157)	16%	(122)	776
2016 Vote: Republican Donald Trump	16%	(126)	53%	(428)	19%	(153)	13%	(103)	809
2016 Vote: Someone else	9%	(16)	52%	(86)	15%	(25)	24%	(39)	166
2012 Vote: Barack Obama	15%	(144)	50%	(464)	19%	(181)	15%	(142)	931
2012 Vote: Mitt Romney	10%	(63)	56%	(346)	19%	(117)	15%	(92)	618
2012 Vote: Other	5%	(4)	58%	(43)	21%	(16)	16%	(12)	74
2012 Vote: Didn't Vote	12%	(67)	45%	(248)	16%	(90)	27%	(150)	555
4-Region: Northeast	10%	(41)	50%	(200)	21%	(82)	19%	(75)	398
4-Region: Midwest	15%	(68)	50%	(235)	18%	(86)	17%	(80)	470
4-Region: South	13%	(109)	49%	(398)	19%	(152)	18%	(149)	808
4-Region: West	13%	(64)	53%	(267)	17%	(85)	18%	(91)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8\_2:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on what the company thinks they can afford to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	24%	(521)	41%	(889)	18%	(398)	17%	(374)	2182
Gender: Male	25%	(258)	41%	(431)	18%	(189)	16%	(173)	1050
Gender: Female	23%	(262)	40%	(458)	19%	(210)	18%	(202)	1132
Age: 18-29	38%	(178)	26%	(122)	18%	(85)	17%	(81)	467
Age: 30-44	26%	(144)	39%	(215)	20%	(113)	15%	(87)	559
Age: 45-54	17%	(61)	40%	(141)	19%	(67)	24%	(83)	353
Age: 55-64	19%	(80)	47%	(191)	19%	(76)	15%	(62)	408
Age: 65+	15%	(58)	56%	(219)	14%	(57)	15%	(61)	394
PID: Dem (no lean)	26%	(193)	42%	(306)	17%	(124)	15%	(107)	731
PID: Ind (no lean)	21%	(150)	38%	(279)	20%	(145)	21%	(155)	729
PID: Rep (no lean)	25%	(177)	42%	(303)	18%	(129)	16%	(112)	722
PID/Gender: Dem Men	29%	(99)	43%	(147)	14%	(47)	14%	(46)	338
PID/Gender: Dem Women	24%	(94)	41%	(160)	20%	(77)	16%	(61)	392
PID/Gender: Ind Men	20%	(72)	37%	(135)	21%	(77)	22%	(80)	363
PID/Gender: Ind Women	21%	(78)	40%	(145)	19%	(68)	20%	(75)	366
PID/Gender: Rep Men	25%	(88)	43%	(150)	19%	(65)	13%	(46)	349
PID/Gender: Rep Women	24%	(90)	41%	(153)	17%	(65)	18%	(66)	373
Tea Party: Supporter	34%	(223)	39%	(257)	17%	(112)	10%	(69)	661
Tea Party: Not Supporter	20%	(296)	42%	(631)	19%	(286)	20%	(299)	1511
Ideo: Liberal (1-3)	33%	(226)	37%	(256)	18%	(122)	13%	(90)	695
Ideo: Moderate (4)	21%	(114)	41%	(222)	19%	(107)	19%	(104)	546
Ideo: Conservative (5-7)	20%	(149)	46%	(339)	20%	(144)	14%	(101)	733
Educ: < College	24%	(373)	39%	(608)	18%	(272)	19%	(300)	1553
Educ: Bachelors degree	23%	(94)	44%	(183)	21%	(86)	12%	(49)	412
Educ: Post-grad	25%	(53)	45%	(98)	19%	(40)	12%	(25)	217

Continued on next page

**Table BRD8\_2:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on what the company thinks they can afford to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	24%	(521)	41%	(889)	18%	(398)	17%	(374)	2182
Income: Under 50k	24%	(318)	39%	(503)	18%	(235)	19%	(245)	1301
Income: 50k-100k	23%	(151)	43%	(277)	19%	(121)	15%	(95)	644
Income: 100k+	22%	(52)	46%	(109)	18%	(42)	15%	(35)	237
Ethnicity: White	22%	(378)	44%	(763)	18%	(313)	16%	(281)	1735
Ethnicity: Hispanic	35%	(114)	33%	(107)	18%	(58)	15%	(48)	327
Ethnicity: Afr. Am.	33%	(89)	28%	(76)	20%	(54)	18%	(48)	266
Ethnicity: Other	30%	(54)	28%	(50)	17%	(31)	25%	(45)	180
Relig: Protestant	20%	(114)	47%	(269)	18%	(105)	15%	(85)	573
Relig: Roman Catholic	28%	(133)	41%	(192)	18%	(85)	13%	(59)	469
Relig: Ath./Agn./None	21%	(136)	37%	(232)	19%	(119)	23%	(148)	635
Relig: Something Else	26%	(81)	42%	(130)	16%	(50)	15%	(46)	308
Relig: Jewish	20%	(10)	48%	(24)	18%	(9)	15%	(8)	51
Relig: Evangelical	26%	(159)	43%	(262)	17%	(101)	14%	(84)	606
Relig: Non-Evang. Catholics	23%	(145)	42%	(263)	20%	(129)	15%	(93)	630
Relig: All Christian	25%	(303)	43%	(525)	19%	(229)	14%	(177)	1235
Relig: All Non-Christian	23%	(217)	38%	(362)	18%	(169)	21%	(195)	943
Community: Urban	28%	(172)	37%	(232)	19%	(121)	16%	(100)	624
Community: Suburban	21%	(211)	43%	(431)	19%	(192)	17%	(174)	1007
Community: Rural	25%	(138)	41%	(226)	16%	(86)	18%	(101)	550
Employ: Private Sector	28%	(209)	39%	(287)	20%	(147)	13%	(98)	740
Employ: Government	33%	(43)	44%	(58)	11%	(15)	11%	(15)	130
Employ: Self-Employed	29%	(52)	33%	(58)	24%	(43)	14%	(25)	178
Employ: Homemaker	21%	(45)	38%	(81)	19%	(40)	22%	(47)	213
Employ: Student	30%	(18)	27%	(16)	23%	(13)	20%	(12)	59
Employ: Retired	16%	(78)	53%	(254)	14%	(70)	17%	(81)	482
Employ: Unemployed	18%	(43)	34%	(83)	22%	(55)	25%	(62)	243
Employ: Other	24%	(33)	38%	(52)	12%	(17)	26%	(35)	136

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**Table BRD8\_2:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*

*Charging customers based on what the company thinks they can afford to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	24%	(521)	41%	(889)	18%	(398)	17%	(374)	2182
Job Type: White-collar	25%	(201)	46%	(365)	18%	(148)	11%	(88)	802
Job Type: Blue-collar	25%	(237)	43%	(400)	16%	(153)	16%	(146)	936
Job Type: Don't Know	18%	(82)	28%	(124)	22%	(98)	32%	(140)	444
Military HH: Yes	24%	(90)	52%	(191)	13%	(48)	11%	(41)	371
Military HH: No	24%	(430)	39%	(698)	19%	(350)	18%	(333)	1811
2016 Vote: Democrat Hillary Clinton	24%	(190)	41%	(322)	20%	(154)	14%	(110)	776
2016 Vote: Republican Donald Trump	25%	(200)	43%	(347)	19%	(156)	13%	(106)	809
2016 Vote: Someone else	14%	(23)	49%	(81)	14%	(23)	24%	(40)	166
2012 Vote: Barack Obama	27%	(247)	41%	(385)	19%	(174)	13%	(125)	931
2012 Vote: Mitt Romney	19%	(116)	47%	(291)	20%	(122)	14%	(88)	618
2012 Vote: Other	12%	(9)	51%	(38)	20%	(15)	18%	(13)	74
2012 Vote: Didn't Vote	26%	(145)	32%	(176)	16%	(87)	27%	(147)	555
4-Region: Northeast	23%	(90)	41%	(165)	18%	(72)	18%	(72)	398
4-Region: Midwest	26%	(121)	40%	(189)	16%	(76)	18%	(84)	470
4-Region: South	25%	(200)	41%	(333)	18%	(145)	16%	(129)	808
4-Region: West	22%	(110)	40%	(202)	21%	(106)	17%	(89)	507

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8\_3:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on what the company thinks they are willing to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	18%	(399)	46%	(994)	19%	(412)	17%	(377)	2182
Gender: Male	21%	(224)	44%	(465)	19%	(196)	16%	(166)	1050
Gender: Female	15%	(175)	47%	(529)	19%	(216)	19%	(212)	1132
Age: 18-29	30%	(141)	34%	(159)	19%	(86)	17%	(81)	467
Age: 30-44	24%	(132)	39%	(217)	22%	(124)	16%	(87)	559
Age: 45-54	16%	(55)	39%	(139)	21%	(75)	24%	(84)	353
Age: 55-64	12%	(48)	56%	(227)	17%	(69)	16%	(65)	408
Age: 65+	6%	(23)	64%	(252)	15%	(58)	15%	(61)	394
PID: Dem (no lean)	22%	(162)	45%	(331)	18%	(135)	14%	(103)	731
PID: Ind (no lean)	13%	(98)	43%	(315)	22%	(159)	22%	(158)	729
PID: Rep (no lean)	19%	(139)	48%	(348)	16%	(118)	16%	(117)	722
PID/Gender: Dem Men	30%	(101)	42%	(144)	16%	(54)	12%	(40)	338
PID/Gender: Dem Women	16%	(62)	48%	(187)	21%	(81)	16%	(62)	392
PID/Gender: Ind Men	14%	(50)	41%	(149)	23%	(84)	22%	(80)	363
PID/Gender: Ind Women	13%	(48)	45%	(166)	20%	(75)	21%	(78)	366
PID/Gender: Rep Men	21%	(74)	49%	(171)	17%	(59)	13%	(45)	349
PID/Gender: Rep Women	18%	(66)	47%	(177)	16%	(60)	19%	(71)	373
Tea Party: Supporter	31%	(208)	43%	(284)	16%	(104)	10%	(65)	661
Tea Party: Not Supporter	13%	(191)	47%	(708)	20%	(306)	20%	(307)	1511
Ideo: Liberal (1-3)	28%	(193)	41%	(287)	18%	(127)	13%	(87)	695
Ideo: Moderate (4)	13%	(71)	47%	(256)	22%	(121)	18%	(99)	546
Ideo: Conservative (5-7)	15%	(107)	52%	(384)	18%	(135)	15%	(107)	733
Educ: < College	18%	(280)	45%	(700)	17%	(271)	19%	(302)	1553
Educ: Bachelors degree	18%	(75)	47%	(192)	23%	(94)	13%	(52)	412
Educ: Post-grad	20%	(44)	47%	(102)	22%	(47)	11%	(24)	217

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**Table BRD8\_3:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on what the company thinks they are willing to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(399)	46%	(994)	19%	(412)	17%	(377)	2182
Income: Under 50k	19%	(243)	44%	(574)	19%	(241)	19%	(243)	1301
Income: 50k-100k	18%	(113)	49%	(313)	20%	(126)	14%	(91)	644
Income: 100k+	18%	(43)	45%	(107)	19%	(45)	18%	(42)	237
Ethnicity: White	16%	(285)	48%	(841)	19%	(322)	16%	(286)	1735
Ethnicity: Hispanic	31%	(100)	38%	(124)	18%	(59)	13%	(44)	327
Ethnicity: Afr. Am.	25%	(66)	34%	(91)	23%	(61)	18%	(49)	266
Ethnicity: Other	27%	(48)	34%	(61)	16%	(29)	24%	(43)	180
Relig: Protestant	16%	(90)	52%	(298)	18%	(103)	14%	(82)	573
Relig: Roman Catholic	24%	(115)	44%	(205)	20%	(95)	12%	(55)	469
Relig: Ath./Agn./None	16%	(101)	41%	(260)	19%	(121)	24%	(153)	635
Relig: Something Else	19%	(58)	46%	(142)	20%	(62)	15%	(47)	308
Relig: Jewish	18%	(9)	42%	(21)	28%	(15)	12%	(6)	51
Relig: Evangelical	22%	(135)	46%	(279)	17%	(105)	14%	(86)	606
Relig: Non-Evang. Catholics	17%	(104)	50%	(312)	20%	(125)	14%	(89)	630
Relig: All Christian	19%	(240)	48%	(591)	19%	(229)	14%	(175)	1235
Relig: All Non-Christian	17%	(159)	43%	(402)	19%	(182)	21%	(200)	943
Community: Urban	22%	(140)	41%	(254)	20%	(128)	16%	(102)	624
Community: Suburban	16%	(164)	46%	(467)	20%	(204)	17%	(172)	1007
Community: Rural	17%	(95)	49%	(272)	15%	(80)	19%	(103)	550
Employ: Private Sector	24%	(178)	42%	(312)	21%	(156)	13%	(95)	740
Employ: Government	33%	(43)	47%	(61)	14%	(18)	6%	(8)	130
Employ: Self-Employed	17%	(31)	43%	(76)	24%	(42)	16%	(29)	178
Employ: Homemaker	13%	(28)	46%	(98)	17%	(37)	24%	(50)	213
Employ: Student	32%	(19)	35%	(21)	16%	(9)	17%	(10)	59
Employ: Retired	8%	(37)	60%	(291)	15%	(70)	17%	(84)	482
Employ: Unemployed	16%	(39)	36%	(88)	22%	(52)	26%	(64)	243
Employ: Other	18%	(24)	34%	(47)	20%	(27)	28%	(38)	136

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**Table BRD8\_3:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*  
*Charging customers based on what the company thinks they are willing to pay*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	18%	(399)	46%	(994)	19%	(412)	17%	(377)	2182
Job Type: White-collar	23%	(188)	46%	(371)	21%	(165)	10%	(78)	802
Job Type: Blue-collar	16%	(153)	50%	(472)	17%	(163)	16%	(148)	936
Job Type: Don't Know	13%	(59)	34%	(151)	19%	(83)	34%	(151)	444
Military HH: Yes	19%	(70)	58%	(216)	15%	(55)	8%	(30)	371
Military HH: No	18%	(329)	43%	(778)	20%	(357)	19%	(347)	1811
2016 Vote: Democrat Hillary Clinton	18%	(139)	45%	(353)	22%	(174)	14%	(110)	776
2016 Vote: Republican Donald Trump	21%	(167)	48%	(387)	18%	(147)	13%	(108)	809
2016 Vote: Someone else	12%	(20)	51%	(84)	16%	(27)	21%	(34)	166
2012 Vote: Barack Obama	21%	(194)	45%	(415)	21%	(192)	14%	(129)	931
2012 Vote: Mitt Romney	14%	(89)	52%	(322)	19%	(116)	15%	(90)	618
2012 Vote: Other	5%	(4)	58%	(43)	21%	(16)	16%	(12)	74
2012 Vote: Didn't Vote	19%	(108)	38%	(213)	16%	(87)	26%	(146)	555
4-Region: Northeast	18%	(72)	43%	(172)	21%	(83)	18%	(71)	398
4-Region: Midwest	18%	(83)	47%	(223)	17%	(78)	18%	(85)	470
4-Region: South	19%	(149)	46%	(373)	18%	(148)	17%	(137)	808
4-Region: West	19%	(94)	45%	(227)	20%	(102)	17%	(84)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8\_4:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?*

*Using a formula taking into account the cost of producing the product or service and the company's profit*

Demographic	More likely		Less likely		Makes no difference either way	Don't Know / No Opinion		Total N	
	%	(N)	%	(N)	%	(N)	(N)		
Adults	35%	(766)	21%	(468)	25%	(535)	19%	(413)	2182
Gender: Male	36%	(377)	23%	(237)	25%	(262)	17%	(176)	1050
Gender: Female	34%	(390)	20%	(231)	24%	(273)	21%	(238)	1132
Age: 18-29	35%	(162)	22%	(102)	24%	(110)	20%	(93)	467
Age: 30-44	33%	(185)	27%	(151)	24%	(136)	15%	(87)	559
Age: 45-54	27%	(94)	22%	(76)	26%	(90)	26%	(93)	353
Age: 55-64	36%	(147)	17%	(70)	29%	(119)	18%	(72)	408
Age: 65+	45%	(178)	17%	(68)	20%	(79)	17%	(69)	394
PID: Dem (no lean)	34%	(246)	24%	(177)	26%	(193)	16%	(114)	731
PID: Ind (no lean)	31%	(225)	20%	(147)	25%	(185)	24%	(172)	729
PID: Rep (no lean)	41%	(295)	20%	(144)	22%	(156)	18%	(127)	722
PID/Gender: Dem Men	34%	(115)	29%	(98)	24%	(81)	13%	(44)	338
PID/Gender: Dem Women	33%	(131)	20%	(79)	28%	(112)	18%	(71)	392
PID/Gender: Ind Men	30%	(109)	18%	(67)	28%	(102)	24%	(86)	363
PID/Gender: Ind Women	32%	(116)	22%	(80)	23%	(83)	24%	(86)	366
PID/Gender: Rep Men	44%	(152)	21%	(72)	22%	(78)	13%	(46)	349
PID/Gender: Rep Women	38%	(142)	19%	(72)	21%	(78)	22%	(81)	373
Tea Party: Supporter	47%	(312)	22%	(144)	19%	(127)	12%	(77)	661
Tea Party: Not Supporter	30%	(451)	21%	(323)	27%	(406)	22%	(332)	1511
Ideo: Liberal (1-3)	40%	(276)	23%	(159)	25%	(171)	13%	(89)	695
Ideo: Moderate (4)	31%	(167)	24%	(133)	25%	(137)	20%	(109)	546
Ideo: Conservative (5-7)	39%	(287)	19%	(140)	26%	(190)	16%	(116)	733
Educ: < College	34%	(521)	21%	(333)	23%	(357)	22%	(342)	1553
Educ: Bachelors degree	37%	(153)	22%	(92)	29%	(119)	12%	(49)	412
Educ: Post-grad	42%	(92)	20%	(43)	28%	(60)	10%	(22)	217

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**Table BRD8\_4:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?  
Using a formula taking into account the cost of producing the product or service and the company's profit*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(766)	21%	(468)	25%	(535)	19%	(413)	2182
Income: Under 50k	32%	(417)	22%	(291)	25%	(323)	21%	(270)	1301
Income: 50k-100k	39%	(253)	20%	(128)	25%	(158)	16%	(105)	644
Income: 100k+	41%	(96)	21%	(49)	22%	(53)	16%	(39)	237
Ethnicity: White	37%	(640)	21%	(362)	25%	(428)	18%	(307)	1735
Ethnicity: Hispanic	31%	(101)	31%	(100)	22%	(71)	17%	(55)	327
Ethnicity: Afr. Am.	30%	(80)	24%	(63)	25%	(67)	21%	(56)	266
Ethnicity: Other	26%	(46)	24%	(43)	23%	(41)	28%	(51)	180
Relig: Protestant	41%	(238)	20%	(112)	23%	(133)	16%	(90)	573
Relig: Roman Catholic	38%	(177)	22%	(105)	26%	(120)	14%	(66)	469
Relig: Ath./Agn./None	26%	(164)	21%	(134)	29%	(181)	24%	(156)	635
Relig: Something Else	39%	(121)	21%	(66)	20%	(62)	19%	(59)	308
Relig: Jewish	48%	(25)	11%	(6)	26%	(13)	15%	(8)	51
Relig: Evangelical	41%	(251)	23%	(137)	20%	(119)	16%	(98)	606
Relig: Non-Evang. Catholics	37%	(230)	21%	(130)	27%	(172)	15%	(98)	630
Relig: All Christian	39%	(481)	22%	(267)	24%	(291)	16%	(196)	1235
Relig: All Non-Christian	30%	(285)	21%	(199)	26%	(243)	23%	(215)	943
Community: Urban	33%	(206)	24%	(152)	27%	(166)	16%	(100)	624
Community: Suburban	36%	(364)	19%	(187)	26%	(259)	20%	(197)	1007
Community: Rural	36%	(196)	23%	(128)	20%	(110)	21%	(116)	550
Employ: Private Sector	36%	(264)	25%	(186)	25%	(185)	14%	(106)	740
Employ: Government	43%	(56)	28%	(36)	21%	(27)	9%	(12)	130
Employ: Self-Employed	34%	(61)	18%	(33)	30%	(53)	18%	(32)	178
Employ: Homemaker	30%	(64)	21%	(44)	21%	(46)	28%	(59)	213
Employ: Student	31%	(18)	26%	(16)	23%	(14)	20%	(12)	59
Employ: Retired	45%	(216)	16%	(78)	21%	(101)	18%	(87)	482
Employ: Unemployed	24%	(57)	19%	(45)	29%	(71)	28%	(69)	243
Employ: Other	23%	(31)	21%	(29)	29%	(39)	28%	(38)	136

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**Table BRD8\_4:** *If you knew a company priced their products or services in each of the following ways, would that make you more or less likely to use that company in the future, or would it make no difference either way?  
 Using a formula taking into account the cost of producing the product or service and the company's profit*

Demographic	More likely		Less likely		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(766)	21%	(468)	25%	(535)	19%	(413)	2182
Job Type: White-collar	41%	(331)	23%	(184)	25%	(200)	11%	(87)	802
Job Type: Blue-collar	36%	(335)	23%	(213)	24%	(226)	17%	(161)	936
Job Type: Don't Know	22%	(100)	16%	(70)	25%	(109)	37%	(165)	444
Military HH: Yes	46%	(169)	22%	(83)	21%	(79)	11%	(39)	371
Military HH: No	33%	(597)	21%	(384)	25%	(456)	21%	(374)	1811
2016 Vote: Democrat Hillary Clinton	33%	(255)	23%	(181)	28%	(219)	16%	(121)	776
2016 Vote: Republican Donald Trump	40%	(327)	20%	(164)	25%	(201)	14%	(117)	809
2016 Vote: Someone else	36%	(59)	18%	(30)	25%	(41)	22%	(36)	166
2012 Vote: Barack Obama	34%	(314)	24%	(222)	27%	(256)	15%	(139)	931
2012 Vote: Mitt Romney	41%	(252)	20%	(121)	23%	(142)	17%	(103)	618
2012 Vote: Other	41%	(30)	23%	(17)	22%	(16)	15%	(11)	74
2012 Vote: Didn't Vote	30%	(166)	19%	(107)	22%	(122)	29%	(160)	555
4-Region: Northeast	34%	(136)	23%	(93)	24%	(96)	18%	(73)	398
4-Region: Midwest	40%	(186)	19%	(88)	23%	(107)	19%	(89)	470
4-Region: South	35%	(283)	21%	(167)	25%	(203)	19%	(154)	808
4-Region: West	32%	(161)	24%	(119)	25%	(128)	19%	(98)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_1:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
Taking public transit, such as a subway or bus

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	27% (597)	23% (511)	13% (285)	11% (234)	15% (336)	10% (219)	2182
Gender: Male	26% (272)	26% (275)	15% (153)	11% (111)	13% (139)	10% (100)	1050
Gender: Female	29% (325)	21% (236)	12% (132)	11% (123)	17% (197)	10% (119)	1132
Age: 18-29	35% (165)	26% (124)	14% (64)	5% (25)	9% (42)	10% (47)	467
Age: 30-44	32% (177)	29% (161)	13% (72)	9% (49)	10% (54)	8% (46)	559
Age: 45-54	24% (86)	21% (75)	14% (48)	14% (49)	17% (59)	10% (36)	353
Age: 55-64	26% (104)	18% (72)	12% (47)	11% (47)	21% (87)	13% (52)	408
Age: 65+	17% (66)	20% (80)	14% (53)	16% (64)	24% (94)	10% (38)	394
PID: Dem (no lean)	35% (253)	24% (172)	14% (99)	10% (72)	10% (75)	8% (59)	731
PID: Ind (no lean)	24% (173)	24% (177)	11% (82)	11% (77)	17% (127)	13% (94)	729
PID: Rep (no lean)	24% (171)	22% (162)	14% (104)	12% (84)	19% (135)	9% (66)	722
PID/Gender: Dem Men	33% (113)	27% (91)	15% (52)	10% (34)	10% (32)	5% (17)	338
PID/Gender: Dem Women	36% (141)	21% (82)	12% (47)	10% (38)	11% (43)	11% (42)	392
PID/Gender: Ind Men	21% (75)	27% (97)	12% (43)	10% (38)	16% (59)	14% (52)	363
PID/Gender: Ind Women	27% (99)	22% (80)	11% (39)	11% (39)	18% (68)	11% (42)	366
PID/Gender: Rep Men	24% (85)	25% (88)	17% (58)	11% (39)	14% (48)	9% (31)	349
PID/Gender: Rep Women	23% (86)	20% (74)	12% (46)	12% (45)	23% (87)	9% (35)	373
Tea Party: Supporter	33% (221)	28% (185)	12% (81)	8% (53)	12% (82)	6% (38)	661
Tea Party: Not Supporter	25% (375)	21% (324)	13% (204)	12% (180)	17% (254)	12% (175)	1511
Ideo: Liberal (1-3)	37% (256)	25% (173)	13% (93)	8% (57)	11% (78)	6% (39)	695
Ideo: Moderate (4)	24% (133)	27% (150)	14% (75)	9% (49)	14% (74)	12% (66)	546
Ideo: Conservative (5-7)	20% (147)	22% (159)	14% (102)	15% (110)	21% (155)	8% (59)	733
Educ: < College	28% (442)	23% (353)	12% (180)	10% (152)	16% (255)	11% (171)	1553
Educ: Bachelors degree	24% (100)	26% (107)	16% (67)	13% (52)	13% (53)	8% (34)	412
Educ: Post-grad	26% (55)	24% (51)	18% (39)	14% (29)	13% (28)	6% (14)	217

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**Table BRD9\_1:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

Taking public transit, such as a subway or bus

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	27% (597)	23% (511)	13% (285)	11% (234)	15% (336)	10% (219)	2182
Income: Under 50k	31% (406)	23% (296)	11% (146)	9% (115)	15% (197)	11% (141)	1301
Income: 50k-100k	23% (147)	25% (159)	15% (98)	13% (83)	17% (108)	8% (49)	644
Income: 100k+	19% (45)	24% (56)	17% (41)	15% (35)	13% (32)	12% (29)	237
Ethnicity: White	25% (426)	23% (401)	14% (242)	11% (199)	17% (298)	10% (169)	1735
Ethnicity: Hispanic	41% (133)	26% (86)	14% (45)	5% (16)	6% (19)	9% (28)	327
Ethnicity: Afr. Am.	43% (114)	22% (58)	8% (21)	8% (22)	8% (23)	11% (30)	266
Ethnicity: Other	32% (58)	29% (53)	12% (22)	7% (12)	9% (15)	11% (20)	180
Relig: Protestant	22% (125)	20% (116)	15% (85)	13% (72)	23% (134)	7% (41)	573
Relig: Roman Catholic	31% (144)	26% (121)	12% (59)	12% (56)	12% (57)	7% (33)	469
Relig: Ath./Agn./None	27% (174)	24% (150)	14% (86)	9% (60)	13% (82)	13% (83)	635
Relig: Something Else	31% (95)	23% (72)	12% (37)	10% (31)	12% (38)	11% (35)	308
Relig: Jewish	38% (19)	15% (7)	20% (10)	14% (7)	7% (3)	7% (3)	51
Relig: Evangelical	31% (186)	24% (145)	11% (68)	8% (47)	18% (110)	8% (49)	606
Relig: Non-Evang. Catholics	23% (142)	23% (143)	15% (94)	15% (95)	17% (106)	8% (50)	630
Relig: All Christian	27% (328)	23% (288)	13% (162)	11% (142)	17% (216)	8% (99)	1235
Relig: All Non-Christian	29% (269)	24% (222)	13% (122)	10% (92)	13% (120)	12% (118)	943
Community: Urban	37% (233)	26% (163)	12% (77)	8% (52)	7% (42)	9% (57)	624
Community: Suburban	24% (244)	24% (240)	15% (156)	13% (136)	12% (125)	11% (106)	1007
Community: Rural	22% (121)	20% (108)	9% (52)	8% (45)	31% (169)	10% (55)	550
Employ: Private Sector	30% (220)	27% (199)	16% (116)	11% (82)	10% (75)	7% (48)	740
Employ: Government	28% (36)	26% (34)	11% (14)	15% (20)	11% (15)	9% (12)	130
Employ: Self-Employed	29% (53)	20% (36)	17% (30)	8% (13)	17% (31)	9% (16)	178
Employ: Homemaker	29% (62)	18% (39)	12% (25)	13% (27)	17% (35)	11% (24)	213
Employ: Student	23% (14)	27% (16)	20% (12)	10% (6)	5% (3)	16% (9)	59
Employ: Retired	17% (84)	20% (97)	12% (59)	14% (66)	24% (118)	12% (59)	482
Employ: Unemployed	36% (87)	23% (56)	6% (15)	5% (12)	17% (41)	13% (31)	243
Employ: Other	31% (42)	26% (35)	11% (14)	6% (8)	13% (18)	14% (19)	136

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**Table BRD9\_1:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
Taking public transit, such as a subway or bus

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	27% (597)	23% (511)	13% (285)	11% (234)	15% (336)	10% (219)	2182
Job Type: White-collar	27% (215)	25% (198)	17% (133)	11% (87)	14% (111)	7% (58)	802
Job Type: Blue-collar	26% (241)	24% (229)	11% (105)	12% (117)	18% (170)	8% (74)	936
Job Type: Don't Know	32% (142)	19% (84)	11% (47)	7% (30)	12% (55)	19% (86)	444
Military HH: Yes	25% (94)	22% (83)	15% (55)	12% (43)	21% (76)	5% (19)	371
Military HH: No	28% (503)	24% (428)	13% (230)	11% (190)	14% (260)	11% (200)	1811
2016 Vote: Democrat Hillary Clinton	32% (251)	24% (190)	14% (105)	9% (72)	12% (91)	9% (67)	776
2016 Vote: Republican Donald Trump	24% (193)	23% (189)	13% (109)	13% (105)	19% (157)	7% (57)	809
2016 Vote: Someone else	19% (32)	24% (40)	14% (24)	10% (16)	19% (32)	14% (23)	166
2012 Vote: Barack Obama	34% (317)	26% (239)	13% (117)	8% (73)	12% (110)	8% (75)	931
2012 Vote: Mitt Romney	19% (114)	21% (127)	15% (93)	15% (94)	22% (136)	9% (55)	618
2012 Vote: Other	19% (14)	18% (13)	14% (10)	22% (16)	19% (14)	9% (7)	74
2012 Vote: Didn't Vote	27% (147)	24% (133)	12% (64)	9% (51)	14% (77)	15% (83)	555
4-Region: Northeast	30% (120)	22% (89)	13% (51)	13% (54)	11% (44)	10% (41)	398
4-Region: Midwest	25% (116)	22% (103)	14% (66)	12% (56)	18% (84)	9% (44)	470
4-Region: South	27% (217)	24% (194)	12% (95)	10% (79)	18% (146)	10% (78)	808
4-Region: West	28% (144)	25% (125)	14% (73)	9% (45)	12% (62)	11% (56)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_2:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

*Driving a personal vehicle*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	53% (1149)	25% (538)	8% (174)	5% (107)	3% (76)	6% (138)	2182
Gender: Male	49% (517)	26% (276)	9% (97)	6% (59)	3% (30)	7% (71)	1050
Gender: Female	56% (632)	23% (262)	7% (77)	4% (48)	4% (45)	6% (67)	1132
Age: 18-29	52% (241)	23% (105)	9% (42)	5% (24)	3% (13)	9% (41)	467
Age: 30-44	52% (293)	26% (147)	9% (48)	5% (26)	2% (14)	6% (32)	559
Age: 45-54	53% (188)	24% (86)	4% (14)	5% (18)	5% (19)	8% (28)	353
Age: 55-64	54% (222)	24% (97)	7% (30)	4% (16)	5% (20)	6% (23)	408
Age: 65+	52% (205)	26% (103)	10% (40)	6% (23)	2% (9)	3% (14)	394
PID: Dem (no lean)	52% (379)	26% (192)	9% (63)	4% (29)	5% (35)	5% (33)	731
PID: Ind (no lean)	51% (374)	22% (161)	7% (53)	7% (51)	3% (23)	9% (67)	729
PID: Rep (no lean)	55% (396)	26% (185)	8% (59)	4% (27)	2% (17)	5% (38)	722
PID/Gender: Dem Men	52% (176)	27% (91)	10% (34)	3% (10)	4% (15)	4% (13)	338
PID/Gender: Dem Women	52% (202)	26% (101)	8% (29)	5% (19)	5% (21)	5% (20)	392
PID/Gender: Ind Men	46% (168)	23% (83)	9% (34)	8% (31)	2% (5)	12% (42)	363
PID/Gender: Ind Women	56% (206)	21% (78)	5% (19)	6% (21)	5% (17)	7% (25)	366
PID/Gender: Rep Men	49% (173)	29% (101)	9% (30)	5% (18)	3% (10)	5% (17)	349
PID/Gender: Rep Women	60% (223)	22% (84)	8% (29)	2% (9)	2% (7)	6% (22)	373
Tea Party: Supporter	62% (411)	23% (152)	7% (44)	3% (19)	2% (15)	3% (20)	661
Tea Party: Not Supporter	49% (735)	25% (384)	9% (131)	6% (88)	4% (59)	8% (114)	1511
Ideo: Liberal (1-3)	51% (354)	26% (183)	9% (63)	5% (31)	4% (30)	5% (33)	695
Ideo: Moderate (4)	51% (279)	28% (155)	6% (31)	5% (29)	3% (15)	7% (37)	546
Ideo: Conservative (5-7)	57% (416)	23% (171)	9% (66)	5% (36)	2% (18)	4% (26)	733
Educ: < College	53% (828)	23% (364)	7% (116)	4% (68)	4% (63)	7% (114)	1553
Educ: Bachelors degree	51% (208)	29% (121)	9% (37)	5% (22)	2% (9)	4% (15)	412
Educ: Post-grad	52% (113)	24% (53)	10% (21)	8% (17)	2% (4)	4% (9)	217

Continued on next page

**Table BRD9\_2:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
Driving a personal vehicle

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	53% (1149)	25% (538)	8% (174)	5% (107)	3% (76)	6% (138)	2182
Income: Under 50k	54% (704)	23% (295)	7% (85)	5% (63)	5% (65)	7% (89)	1301
Income: 50k-100k	53% (338)	27% (174)	10% (63)	5% (31)	1% (8)	5% (30)	644
Income: 100k+	45% (107)	29% (69)	11% (27)	5% (12)	1% (3)	8% (19)	237
Ethnicity: White	53% (920)	25% (434)	8% (144)	5% (84)	3% (57)	6% (97)	1735
Ethnicity: Hispanic	48% (157)	29% (94)	9% (28)	3% (11)	3% (10)	8% (27)	327
Ethnicity: Afr. Am.	59% (158)	18% (48)	5% (13)	4% (11)	5% (14)	8% (22)	266
Ethnicity: Other	39% (71)	31% (57)	10% (18)	7% (12)	3% (5)	10% (18)	180
Relig: Protestant	55% (318)	26% (150)	8% (46)	5% (27)	2% (11)	4% (21)	573
Relig: Roman Catholic	54% (254)	27% (126)	8% (37)	4% (17)	5% (21)	3% (14)	469
Relig: Ath./Agn./None	46% (290)	24% (153)	8% (51)	7% (43)	4% (24)	12% (73)	635
Relig: Something Else	52% (161)	23% (71)	10% (30)	6% (18)	4% (14)	5% (15)	308
Relig: Jewish	46% (24)	24% (12)	16% (8)	9% (5)	3% (1)	2% (1)	51
Relig: Evangelical	59% (359)	27% (161)	5% (29)	3% (18)	2% (11)	5% (28)	606
Relig: Non-Evang. Catholics	54% (338)	24% (152)	10% (64)	4% (27)	4% (27)	3% (21)	630
Relig: All Christian	56% (697)	25% (313)	8% (93)	4% (46)	3% (38)	4% (49)	1235
Relig: All Non-Christian	48% (451)	24% (224)	9% (81)	6% (61)	4% (38)	9% (88)	943
Community: Urban	49% (309)	28% (176)	5% (34)	4% (24)	6% (35)	7% (46)	624
Community: Suburban	52% (525)	23% (233)	11% (107)	6% (58)	2% (23)	6% (60)	1007
Community: Rural	57% (315)	23% (129)	6% (33)	4% (24)	3% (18)	6% (31)	550
Employ: Private Sector	55% (404)	27% (201)	9% (63)	4% (31)	1% (11)	4% (31)	740
Employ: Government	58% (76)	29% (38)	4% (6)	3% (4)	1% (1)	5% (6)	130
Employ: Self-Employed	47% (84)	31% (55)	9% (16)	3% (5)	4% (8)	6% (10)	178
Employ: Homemaker	54% (116)	24% (51)	7% (15)	4% (9)	4% (7)	7% (14)	213
Employ: Student	44% (26)	26% (15)	8% (5)	7% (4)	3% (1)	12% (7)	59
Employ: Retired	53% (256)	22% (107)	10% (47)	6% (28)	4% (20)	5% (25)	482
Employ: Unemployed	49% (120)	19% (46)	6% (14)	8% (18)	8% (19)	11% (26)	243
Employ: Other	50% (68)	18% (24)	6% (9)	6% (8)	6% (8)	14% (19)	136

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**Table BRD9\_2:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
 Driving a personal vehicle

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	53% (1149)	25% (538)	8% (174)	5% (107)	3% (76)	6% (138)	2182
Job Type: White-collar	53% (423)	27% (219)	10% (80)	6% (47)	2% (13)	3% (20)	802
Job Type: Blue-collar	54% (504)	26% (240)	8% (71)	4% (42)	4% (38)	4% (42)	936
Job Type: Don't Know	50% (222)	18% (80)	5% (23)	4% (17)	6% (25)	17% (76)	444
Military HH: Yes	56% (208)	27% (98)	10% (37)	3% (12)	2% (6)	2% (9)	371
Military HH: No	52% (941)	24% (440)	8% (138)	5% (95)	4% (70)	7% (129)	1811
2016 Vote: Democrat Hillary Clinton	51% (392)	27% (213)	8% (64)	4% (33)	5% (38)	5% (35)	776
2016 Vote: Republican Donald Trump	58% (472)	25% (201)	7% (58)	4% (30)	2% (18)	4% (31)	809
2016 Vote: Someone else	51% (85)	22% (37)	5% (9)	6% (10)	5% (8)	11% (18)	166
2012 Vote: Barack Obama	54% (502)	26% (245)	6% (60)	4% (38)	4% (40)	5% (46)	931
2012 Vote: Mitt Romney	56% (346)	24% (149)	9% (58)	4% (23)	2% (12)	5% (29)	618
2012 Vote: Other	42% (31)	29% (21)	8% (6)	10% (8)	2% (1)	9% (7)	74
2012 Vote: Didn't Vote	48% (266)	22% (122)	9% (51)	7% (39)	4% (22)	10% (56)	555
4-Region: Northeast	48% (190)	26% (103)	9% (36)	6% (25)	4% (15)	7% (30)	398
4-Region: Midwest	55% (257)	24% (115)	7% (33)	5% (23)	3% (14)	6% (29)	470
4-Region: South	59% (475)	23% (186)	6% (48)	4% (30)	3% (23)	6% (46)	808
4-Region: West	45% (228)	26% (134)	11% (58)	6% (30)	5% (24)	7% (33)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_3:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

*Taking a taxi*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (576)	20% (440)	15% (328)	13% (293)	14% (299)	11% (246)	2182
Gender: Male	25% (260)	22% (228)	16% (168)	14% (151)	12% (126)	11% (116)	1050
Gender: Female	28% (315)	19% (212)	14% (160)	13% (143)	15% (173)	11% (129)	1132
Age: 18-29	31% (147)	23% (105)	20% (95)	8% (36)	8% (35)	10% (49)	467
Age: 30-44	29% (164)	23% (130)	17% (93)	12% (67)	10% (54)	9% (50)	559
Age: 45-54	21% (74)	20% (70)	13% (44)	17% (61)	17% (59)	13% (44)	353
Age: 55-64	28% (116)	15% (59)	12% (50)	13% (53)	18% (73)	14% (57)	408
Age: 65+	19% (74)	19% (75)	11% (45)	19% (77)	20% (78)	11% (45)	394
PID: Dem (no lean)	31% (225)	22% (163)	16% (115)	12% (89)	10% (71)	9% (68)	731
PID: Ind (no lean)	24% (173)	18% (131)	15% (111)	13% (93)	16% (114)	15% (108)	729
PID: Rep (no lean)	25% (178)	20% (146)	14% (102)	15% (111)	16% (114)	10% (71)	722
PID/Gender: Dem Men	29% (98)	24% (81)	18% (59)	12% (40)	11% (36)	7% (24)	338
PID/Gender: Dem Women	32% (127)	21% (82)	14% (56)	12% (49)	9% (35)	11% (44)	392
PID/Gender: Ind Men	20% (73)	20% (74)	15% (55)	14% (50)	14% (50)	17% (61)	363
PID/Gender: Ind Women	27% (100)	16% (57)	15% (56)	12% (43)	17% (64)	13% (47)	366
PID/Gender: Rep Men	26% (90)	21% (73)	15% (54)	17% (60)	11% (40)	9% (32)	349
PID/Gender: Rep Women	24% (88)	19% (72)	13% (49)	14% (51)	20% (74)	10% (39)	373
Tea Party: Supporter	35% (232)	23% (151)	14% (93)	11% (73)	11% (74)	6% (37)	661
Tea Party: Not Supporter	23% (342)	19% (288)	16% (235)	14% (218)	15% (225)	13% (203)	1511
Ideo: Liberal (1-3)	35% (246)	22% (153)	17% (116)	10% (67)	10% (67)	7% (47)	695
Ideo: Moderate (4)	22% (121)	23% (125)	17% (94)	12% (67)	12% (65)	14% (74)	546
Ideo: Conservative (5-7)	22% (162)	18% (130)	14% (99)	19% (140)	19% (139)	9% (64)	733
Educ: < College	27% (424)	18% (284)	14% (220)	13% (197)	15% (233)	13% (196)	1553
Educ: Bachelors degree	24% (98)	27% (109)	18% (73)	14% (57)	10% (41)	8% (34)	412
Educ: Post-grad	25% (55)	22% (47)	16% (36)	18% (39)	11% (24)	7% (16)	217

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**Table BRD9\_3:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?*Taking a taxi*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (576)	20% (440)	15% (328)	13% (293)	14% (299)	11% (246)	2182
Income: Under 50k	29% (376)	18% (238)	14% (183)	12% (154)	14% (181)	13% (170)	1301
Income: 50k-100k	24% (154)	23% (149)	16% (101)	16% (100)	14% (88)	8% (51)	644
Income: 100k+	20% (46)	22% (53)	18% (44)	16% (39)	13% (30)	10% (25)	237
Ethnicity: White	25% (431)	20% (339)	15% (253)	14% (247)	16% (270)	11% (195)	1735
Ethnicity: Hispanic	35% (114)	26% (85)	20% (67)	6% (20)	5% (15)	8% (26)	327
Ethnicity: Afr. Am.	35% (92)	22% (58)	14% (37)	10% (26)	7% (20)	13% (34)	266
Ethnicity: Other	29% (53)	24% (43)	21% (38)	11% (20)	5% (9)	10% (18)	180
Relig: Protestant	23% (131)	19% (108)	13% (74)	17% (100)	20% (115)	8% (46)	573
Relig: Roman Catholic	29% (138)	24% (113)	16% (75)	13% (61)	10% (49)	7% (34)	469
Relig: Ath./Agn./None	25% (161)	17% (108)	16% (101)	13% (83)	12% (78)	16% (104)	635
Relig: Something Else	31% (95)	20% (62)	16% (49)	10% (32)	12% (36)	11% (35)	308
Relig: Jewish	36% (19)	14% (7)	19% (9)	21% (11)	7% (3)	4% (2)	51
Relig: Evangelical	28% (170)	23% (137)	13% (81)	12% (71)	15% (93)	9% (53)	606
Relig: Non-Evang. Catholics	24% (149)	21% (133)	15% (98)	17% (106)	14% (91)	8% (53)	630
Relig: All Christian	26% (319)	22% (270)	14% (179)	14% (178)	15% (184)	9% (105)	1235
Relig: All Non-Christian	27% (256)	18% (170)	16% (149)	12% (115)	12% (114)	15% (139)	943
Community: Urban	31% (196)	24% (151)	15% (93)	11% (69)	7% (45)	11% (71)	624
Community: Suburban	26% (261)	19% (194)	16% (163)	17% (173)	10% (98)	12% (117)	1007
Community: Rural	22% (119)	17% (95)	13% (71)	9% (51)	28% (156)	11% (58)	550
Employ: Private Sector	28% (204)	24% (180)	17% (127)	14% (106)	10% (73)	7% (51)	740
Employ: Government	25% (33)	22% (29)	19% (25)	16% (21)	10% (13)	8% (11)	130
Employ: Self-Employed	26% (47)	19% (33)	14% (25)	10% (17)	19% (33)	13% (23)	178
Employ: Homemaker	28% (60)	16% (35)	17% (36)	15% (32)	15% (32)	9% (20)	213
Employ: Student	29% (17)	13% (8)	27% (16)	11% (6)	7% (4)	12% (7)	59
Employ: Retired	21% (99)	17% (84)	10% (50)	16% (78)	20% (97)	15% (73)	482
Employ: Unemployed	33% (79)	15% (37)	14% (34)	10% (23)	13% (32)	15% (37)	243
Employ: Other	27% (37)	25% (34)	12% (16)	7% (10)	11% (14)	18% (25)	136

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**Table BRD9\_3:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

*Taking a taxi*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (576)	20% (440)	15% (328)	13% (293)	14% (299)	11% (246)	2182
Job Type: White-collar	26% (211)	23% (186)	19% (150)	15% (117)	11% (88)	6% (50)	802
Job Type: Blue-collar	25% (237)	20% (185)	14% (129)	15% (140)	16% (154)	10% (91)	936
Job Type: Don't Know	29% (128)	16% (69)	11% (49)	8% (36)	13% (57)	23% (104)	444
Military HH: Yes	31% (117)	16% (59)	13% (46)	14% (53)	18% (66)	8% (30)	371
Military HH: No	25% (459)	21% (381)	16% (282)	13% (240)	13% (233)	12% (216)	1811
2016 Vote: Democrat Hillary Clinton	29% (223)	22% (173)	18% (138)	11% (85)	11% (83)	9% (73)	776
2016 Vote: Republican Donald Trump	26% (210)	20% (160)	13% (105)	17% (134)	17% (138)	8% (62)	809
2016 Vote: Someone else	18% (30)	20% (34)	13% (22)	15% (25)	16% (27)	16% (27)	166
2012 Vote: Barack Obama	29% (268)	25% (236)	15% (139)	11% (100)	11% (101)	9% (86)	931
2012 Vote: Mitt Romney	23% (140)	15% (92)	14% (85)	19% (118)	20% (122)	10% (62)	618
2012 Vote: Other	24% (18)	13% (10)	9% (7)	27% (20)	14% (10)	13% (9)	74
2012 Vote: Didn't Vote	26% (146)	19% (103)	18% (97)	10% (55)	12% (66)	16% (88)	555
4-Region: Northeast	26% (103)	20% (81)	14% (55)	14% (58)	10% (42)	15% (60)	398
4-Region: Midwest	24% (114)	19% (88)	15% (70)	16% (77)	16% (76)	10% (46)	470
4-Region: South	28% (228)	20% (159)	14% (112)	12% (100)	15% (119)	11% (89)	808
4-Region: West	26% (130)	22% (113)	18% (92)	12% (59)	12% (62)	10% (51)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD9\_4:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

Using a ridesharing service, such as Uber or Lyft

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	24% (516)	20% (441)	14% (301)	13% (289)	16% (344)	13% (292)	2182
Gender: Male	23% (242)	21% (223)	17% (179)	13% (135)	14% (148)	12% (124)	1050
Gender: Female	24% (274)	19% (219)	11% (122)	14% (154)	17% (195)	15% (168)	1132
Age: 18-29	34% (159)	24% (112)	17% (78)	7% (32)	8% (39)	10% (46)	467
Age: 30-44	27% (152)	26% (143)	17% (93)	10% (54)	10% (57)	11% (60)	559
Age: 45-54	20% (70)	17% (62)	10% (37)	18% (64)	20% (71)	14% (50)	353
Age: 55-64	21% (85)	15% (60)	13% (52)	15% (61)	20% (80)	17% (71)	408
Age: 65+	13% (50)	16% (65)	10% (40)	20% (77)	24% (96)	17% (65)	394
PID: Dem (no lean)	26% (193)	23% (170)	14% (101)	13% (92)	12% (84)	12% (89)	731
PID: Ind (no lean)	22% (157)	18% (131)	13% (94)	13% (93)	19% (137)	16% (117)	729
PID: Rep (no lean)	23% (165)	19% (140)	15% (105)	14% (104)	17% (123)	12% (86)	722
PID/Gender: Dem Men	27% (90)	23% (79)	18% (62)	13% (45)	11% (37)	7% (25)	338
PID/Gender: Dem Women	26% (103)	23% (91)	10% (40)	12% (48)	12% (47)	16% (64)	392
PID/Gender: Ind Men	20% (72)	18% (67)	14% (52)	12% (45)	18% (67)	17% (61)	363
PID/Gender: Ind Women	23% (85)	18% (65)	12% (42)	13% (48)	19% (70)	15% (57)	366
PID/Gender: Rep Men	23% (79)	22% (77)	19% (65)	13% (46)	13% (44)	11% (38)	349
PID/Gender: Rep Women	23% (86)	17% (63)	11% (40)	16% (58)	21% (79)	13% (47)	373
Tea Party: Supporter	33% (217)	23% (154)	14% (89)	11% (72)	12% (82)	7% (46)	661
Tea Party: Not Supporter	20% (297)	19% (288)	14% (211)	14% (216)	17% (260)	16% (240)	1511
Ideo: Liberal (1-3)	32% (225)	25% (171)	13% (89)	10% (73)	10% (69)	10% (68)	695
Ideo: Moderate (4)	20% (110)	22% (120)	17% (95)	10% (56)	15% (84)	15% (82)	546
Ideo: Conservative (5-7)	18% (133)	17% (127)	14% (103)	19% (137)	22% (161)	10% (72)	733
Educ: < College	24% (365)	18% (279)	13% (208)	13% (202)	17% (269)	15% (230)	1553
Educ: Bachelors degree	24% (100)	26% (108)	15% (60)	13% (54)	11% (47)	11% (44)	412
Educ: Post-grad	23% (50)	25% (55)	15% (33)	15% (33)	13% (28)	8% (18)	217

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**Table BRD9\_4:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
Using a ridesharing service, such as Uber or Lyft

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	24% (516)	20% (441)	14% (301)	13% (289)	16% (344)	13% (292)	2182
Income: Under 50k	25% (331)	18% (229)	13% (175)	12% (158)	17% (216)	15% (193)	1301
Income: 50k-100k	21% (136)	24% (153)	13% (85)	15% (94)	16% (105)	11% (70)	644
Income: 100k+	21% (49)	25% (59)	17% (41)	15% (36)	10% (23)	12% (29)	237
Ethnicity: White	22% (390)	19% (327)	14% (238)	14% (240)	18% (310)	13% (230)	1735
Ethnicity: Hispanic	35% (115)	23% (75)	20% (66)	8% (25)	4% (13)	10% (33)	327
Ethnicity: Afr. Am.	31% (84)	22% (59)	11% (30)	12% (32)	8% (21)	15% (41)	266
Ethnicity: Other	23% (42)	31% (56)	18% (32)	10% (18)	7% (12)	11% (21)	180
Relig: Protestant	20% (114)	19% (106)	12% (71)	16% (93)	23% (132)	10% (57)	573
Relig: Roman Catholic	25% (116)	23% (107)	16% (76)	13% (62)	12% (54)	12% (55)	469
Relig: Ath./Agn./None	24% (153)	19% (121)	13% (84)	13% (80)	14% (87)	17% (110)	635
Relig: Something Else	24% (75)	26% (79)	11% (35)	11% (35)	15% (45)	13% (40)	308
Relig: Jewish	22% (11)	23% (12)	18% (9)	22% (11)	5% (3)	11% (5)	51
Relig: Evangelical	29% (177)	17% (106)	13% (79)	11% (65)	19% (116)	10% (63)	606
Relig: Non-Evang. Catholics	18% (112)	21% (135)	16% (102)	17% (109)	15% (95)	12% (77)	630
Relig: All Christian	23% (288)	20% (241)	15% (182)	14% (174)	17% (211)	11% (140)	1235
Relig: All Non-Christian	24% (227)	21% (200)	13% (119)	12% (115)	14% (132)	16% (150)	943
Community: Urban	29% (181)	24% (150)	12% (78)	13% (80)	9% (54)	13% (82)	624
Community: Suburban	22% (226)	20% (206)	16% (162)	16% (158)	11% (115)	14% (139)	1007
Community: Rural	20% (108)	16% (85)	11% (61)	9% (51)	32% (174)	13% (71)	550
Employ: Private Sector	27% (201)	25% (182)	16% (116)	13% (99)	10% (75)	9% (69)	740
Employ: Government	28% (36)	23% (30)	20% (26)	9% (11)	13% (18)	7% (9)	130
Employ: Self-Employed	24% (42)	18% (31)	16% (29)	12% (21)	19% (34)	11% (20)	178
Employ: Homemaker	19% (40)	19% (40)	14% (30)	16% (35)	18% (38)	14% (30)	213
Employ: Student	30% (18)	14% (9)	23% (13)	15% (9)	5% (3)	14% (8)	59
Employ: Retired	14% (68)	16% (77)	10% (49)	16% (78)	25% (123)	18% (87)	482
Employ: Unemployed	34% (83)	13% (30)	10% (25)	11% (27)	15% (36)	17% (40)	243
Employ: Other	20% (28)	31% (43)	9% (12)	7% (9)	13% (18)	20% (28)	136

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**Table BRD9\_4:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

Using a ridesharing service, such as Uber or Lyft

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	24% (516)	20% (441)	14% (301)	13% (289)	16% (344)	13% (292)	2182
Job Type: White-collar	26% (211)	24% (193)	15% (117)	14% (108)	12% (96)	9% (76)	802
Job Type: Blue-collar	20% (188)	20% (184)	15% (141)	15% (141)	19% (181)	11% (100)	936
Job Type: Don't Know	26% (116)	14% (64)	10% (43)	9% (39)	15% (66)	26% (115)	444
Military HH: Yes	26% (97)	18% (65)	10% (36)	15% (57)	22% (80)	10% (36)	371
Military HH: No	23% (418)	21% (376)	15% (265)	13% (232)	15% (264)	14% (256)	1811
2016 Vote: Democrat Hillary Clinton	26% (198)	23% (182)	15% (116)	12% (89)	12% (93)	12% (97)	776
2016 Vote: Republican Donald Trump	23% (183)	19% (157)	14% (112)	16% (128)	19% (152)	10% (78)	809
2016 Vote: Someone else	17% (28)	16% (27)	18% (30)	12% (20)	22% (36)	15% (25)	166
2012 Vote: Barack Obama	27% (256)	24% (226)	14% (130)	11% (99)	12% (109)	12% (111)	931
2012 Vote: Mitt Romney	19% (115)	16% (99)	14% (84)	18% (111)	23% (142)	11% (68)	618
2012 Vote: Other	17% (12)	21% (16)	13% (10)	17% (12)	20% (15)	13% (10)	74
2012 Vote: Didn't Vote	23% (128)	18% (101)	14% (78)	12% (66)	14% (78)	19% (104)	555
4-Region: Northeast	23% (92)	19% (77)	12% (47)	16% (62)	15% (60)	15% (59)	398
4-Region: Midwest	19% (90)	19% (87)	16% (74)	16% (74)	19% (88)	12% (57)	470
4-Region: South	27% (219)	19% (154)	13% (107)	11% (91)	16% (132)	13% (104)	808
4-Region: West	23% (114)	24% (123)	14% (73)	12% (61)	13% (64)	14% (72)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9\_5:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?

*Biking or walking*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (563)	26% (570)	16% (344)	15% (337)	7% (148)	10% (220)	2182
Gender: Male	24% (256)	29% (305)	18% (185)	15% (156)	5% (51)	9% (99)	1050
Gender: Female	27% (307)	23% (266)	14% (159)	16% (181)	9% (98)	11% (120)	1132
Age: 18-29	34% (157)	27% (126)	15% (70)	10% (49)	4% (17)	10% (48)	467
Age: 30-44	32% (178)	30% (170)	15% (84)	12% (65)	3% (19)	8% (44)	559
Age: 45-54	24% (84)	28% (97)	14% (48)	16% (57)	9% (33)	9% (33)	353
Age: 55-64	24% (96)	19% (76)	16% (65)	20% (83)	9% (37)	12% (51)	408
Age: 65+	12% (47)	25% (100)	19% (76)	21% (83)	11% (43)	11% (43)	394
PID: Dem (no lean)	27% (199)	30% (216)	15% (111)	13% (98)	6% (44)	9% (62)	731
PID: Ind (no lean)	26% (191)	23% (169)	13% (93)	17% (123)	8% (57)	13% (98)	729
PID: Rep (no lean)	24% (174)	26% (185)	19% (140)	16% (117)	7% (47)	8% (59)	722
PID/Gender: Dem Men	29% (98)	32% (110)	18% (62)	10% (35)	5% (16)	5% (18)	338
PID/Gender: Dem Women	26% (101)	27% (107)	12% (49)	16% (63)	7% (28)	11% (45)	392
PID/Gender: Ind Men	22% (81)	24% (88)	13% (48)	19% (68)	5% (20)	16% (58)	363
PID/Gender: Ind Women	30% (110)	22% (80)	12% (45)	15% (54)	10% (37)	11% (40)	366
PID/Gender: Rep Men	22% (77)	31% (107)	21% (74)	15% (53)	4% (15)	7% (24)	349
PID/Gender: Rep Women	26% (97)	21% (79)	18% (66)	17% (64)	9% (33)	9% (35)	373
Tea Party: Supporter	34% (223)	27% (176)	15% (99)	14% (91)	6% (36)	5% (35)	661
Tea Party: Not Supporter	22% (337)	26% (394)	16% (245)	16% (245)	7% (111)	12% (180)	1511
Ideo: Liberal (1-3)	33% (232)	27% (188)	14% (95)	13% (92)	6% (42)	6% (45)	695
Ideo: Moderate (4)	23% (125)	27% (149)	18% (97)	14% (78)	6% (33)	12% (64)	546
Ideo: Conservative (5-7)	20% (147)	28% (203)	16% (119)	19% (142)	9% (64)	8% (57)	733
Educ: < College	27% (420)	25% (383)	15% (230)	15% (231)	7% (113)	11% (175)	1553
Educ: Bachelors degree	21% (87)	33% (134)	17% (72)	16% (68)	5% (21)	7% (31)	412
Educ: Post-grad	26% (56)	24% (52)	20% (42)	18% (38)	7% (14)	6% (14)	217

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**Table BRD9\_5:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?*Biking or walking*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (563)	26% (570)	16% (344)	15% (337)	7% (148)	10% (220)	2182
Income: Under 50k	29% (378)	25% (324)	14% (184)	13% (175)	8% (100)	11% (140)	1301
Income: 50k-100k	22% (141)	28% (183)	18% (115)	18% (117)	5% (35)	8% (52)	644
Income: 100k+	18% (44)	27% (64)	19% (45)	19% (45)	5% (13)	12% (27)	237
Ethnicity: White	24% (418)	25% (433)	17% (297)	16% (286)	7% (128)	10% (173)	1735
Ethnicity: Hispanic	37% (120)	27% (88)	16% (54)	8% (26)	2% (7)	10% (31)	327
Ethnicity: Afr. Am.	34% (92)	31% (82)	9% (23)	10% (28)	6% (15)	10% (27)	266
Ethnicity: Other	29% (53)	31% (56)	13% (24)	13% (24)	3% (5)	11% (19)	180
Relig: Protestant	19% (109)	26% (151)	17% (98)	19% (111)	10% (57)	8% (47)	573
Relig: Roman Catholic	30% (142)	27% (129)	17% (78)	12% (59)	5% (25)	8% (37)	469
Relig: Ath./Agn./None	26% (162)	25% (160)	15% (98)	14% (86)	6% (36)	15% (92)	635
Relig: Something Else	31% (96)	23% (72)	16% (48)	18% (55)	6% (17)	6% (19)	308
Relig: Jewish	35% (18)	23% (12)	16% (8)	19% (10)	1% (1)	6% (3)	51
Relig: Evangelical	28% (169)	27% (164)	12% (75)	15% (91)	9% (53)	9% (53)	606
Relig: Non-Evang. Catholics	21% (134)	28% (173)	20% (123)	16% (104)	7% (42)	8% (53)	630
Relig: All Christian	25% (303)	27% (338)	16% (198)	16% (195)	8% (95)	9% (106)	1235
Relig: All Non-Christian	27% (259)	25% (233)	15% (146)	15% (141)	6% (54)	12% (111)	943
Community: Urban	33% (205)	28% (175)	13% (82)	12% (72)	4% (28)	10% (63)	624
Community: Suburban	22% (219)	27% (267)	19% (187)	17% (171)	7% (66)	10% (97)	1007
Community: Rural	25% (139)	23% (128)	14% (75)	17% (94)	10% (55)	11% (60)	550
Employ: Private Sector	28% (206)	29% (218)	18% (130)	13% (98)	5% (38)	7% (51)	740
Employ: Government	33% (42)	31% (41)	12% (16)	14% (19)	3% (4)	6% (8)	130
Employ: Self-Employed	27% (48)	23% (41)	18% (31)	16% (28)	8% (15)	9% (16)	178
Employ: Homemaker	28% (59)	26% (55)	14% (29)	17% (37)	5% (11)	10% (21)	213
Employ: Student	28% (16)	28% (17)	14% (8)	14% (8)	3% (2)	14% (8)	59
Employ: Retired	16% (77)	21% (103)	18% (85)	21% (103)	11% (54)	13% (61)	482
Employ: Unemployed	34% (82)	24% (58)	9% (22)	12% (29)	7% (17)	14% (35)	243
Employ: Other	24% (33)	28% (38)	17% (23)	11% (16)	5% (7)	14% (20)	136

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**Table BRD9\_5:** How important is cost when deciding whether or not to use each of the following transportation methods, or is this method of transportation not widely available to you?  
Biking or walking

Demographic	Very important	Somewhat important	Not too important	Not important at all	Not widely available to me	Don't Know / No Opinion	Total N
Adults	26% (563)	26% (570)	16% (344)	15% (337)	7% (148)	10% (220)	2182
Job Type: White-collar	26% (205)	28% (221)	18% (148)	16% (128)	6% (49)	6% (51)	802
Job Type: Blue-collar	24% (223)	27% (256)	16% (149)	17% (158)	7% (70)	9% (80)	936
Job Type: Don't Know	31% (136)	21% (93)	11% (47)	11% (50)	7% (29)	20% (89)	444
Military HH: Yes	23% (85)	26% (95)	17% (62)	18% (66)	9% (35)	7% (28)	371
Military HH: No	26% (478)	26% (475)	16% (282)	15% (271)	6% (113)	11% (192)	1811
2016 Vote: Democrat Hillary Clinton	28% (213)	29% (226)	15% (114)	14% (109)	6% (47)	9% (67)	776
2016 Vote: Republican Donald Trump	27% (214)	25% (199)	17% (138)	18% (143)	8% (62)	7% (53)	809
2016 Vote: Someone else	22% (37)	22% (36)	19% (31)	16% (27)	7% (12)	14% (24)	166
2012 Vote: Barack Obama	31% (287)	28% (262)	14% (129)	13% (120)	6% (54)	8% (79)	931
2012 Vote: Mitt Romney	19% (118)	23% (145)	19% (118)	19% (120)	10% (63)	9% (54)	618
2012 Vote: Other	14% (10)	25% (19)	16% (12)	29% (21)	6% (4)	10% (8)	74
2012 Vote: Didn't Vote	26% (143)	26% (145)	15% (85)	14% (76)	5% (27)	14% (80)	555
4-Region: Northeast	29% (117)	23% (92)	14% (54)	17% (68)	6% (22)	11% (44)	398
4-Region: Midwest	25% (117)	27% (126)	17% (79)	16% (74)	5% (24)	11% (49)	470
4-Region: South	26% (212)	26% (211)	14% (117)	16% (128)	8% (67)	9% (73)	808
4-Region: West	23% (117)	28% (141)	19% (94)	13% (67)	7% (35)	10% (53)	507

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2182	100%
xdemGender	Gender: Male	1050	48%
	Gender: Female	1132	52%
	N	2182	
age5	Age: 18-29	467	21%
	Age: 30-44	559	26%
	Age: 45-54	353	16%
	Age: 55-64	408	19%
	Age: 65+	394	18%
	N	2182	
xpid3	PID: Dem (no lean)	731	33%
	PID: Ind (no lean)	729	33%
	PID: Rep (no lean)	722	33%
	N	2182	
xpidGender	PID/Gender: Dem Men	338	16%
	PID/Gender: Dem Women	392	18%
	PID/Gender: Ind Men	363	17%
	PID/Gender: Ind Women	366	17%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	373	17%
	N	2182	
xdemTea	Tea Party: Supporter	661	30%
	Tea Party: Not Supporter	1511	69%
	N	2172	
xdemIdeo3	Ideo: Liberal (1-3)	695	32%
	Ideo: Moderate (4)	546	25%
	Ideo: Conservative (5-7)	733	34%
	N	1975	
xeduc3	Educ: < College	1553	71%
	Educ: Bachelors degree	412	19%
	Educ: Post-grad	217	10%
	N	2182	
xdemInc3	Income: Under 50k	1301	60%
	Income: 50k-100k	644	29%
	Income: 100k+	237	11%
	N	2182	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1735	80%
xdemHispBin	Ethnicity: Hispanic	327	15%
demBlackBin	Ethnicity: Afr. Am.	266	12%
demRaceOther	Ethnicity: Other	180	8%
xrelNet	Relig: Protestant	573	26%
	Relig: Roman Catholic	469	22%
	Relig: Ath./Agn./None	635	29%
	Relig: Something Else	308	14%
	N	1985	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	606	28%
	Relig: Non-Evang. Catholics	630	29%
	N	1235	
xreligion3	Relig: All Christian	1235	57%
	Relig: All Non-Christian	943	43%
	N	2178	
xdemUsr	Community: Urban	624	29%
	Community: Suburban	1007	46%
	Community: Rural	550	25%
	N	2182	
xdemEmploy	Employ: Private Sector	740	34%
	Employ: Government	130	6%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	213	10%
	Employ: Student	59	3%
	Employ: Retired	482	22%
	Employ: Unemployed	243	11%
	Employ: Other	136	6%
	N	2182	
xdemJobStatus	Job Type: White-collar	802	37%
	Job Type: Blue-collar	936	43%
	Job Type: Don't Know	444	20%
	N	2182	
xdemMilHH1	Military HH: Yes	371	17%
	Military HH: No	1811	83%
	N	2182	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	776	36%
	2016 Vote: Republican Donald Trump	809	37%
	2016 Vote: Someone else	166	8%
	N	1751	
xsubVote12O	2012 Vote: Barack Obama	931	43%
	2012 Vote: Mitt Romney	618	28%
	2012 Vote: Other	74	3%
	2012 Vote: Didn't Vote	555	25%
	N	2178	
xreg4	4-Region: Northeast	398	18%
	4-Region: Midwest	470	22%
	4-Region: South	808	37%
	4-Region: West	507	23%
	N	2182	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

